JULY 4, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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"The Sound of Music over the City of Angels"

ON THE ALL NEW

KGBS Los Angeles

50,000 WATTS

THE NEW KGBS now covers all the Southern California market with ten times the power. A magnificent music policy ...expanded news and service ...every spoken word creatively scripted, tastefully delivered. The center of the dial, 1020. Call Peters, Griffin, Woodward, Inc., or KGBS, DUnkirk 8-2345, another Great Storer Station ...338 South Western Avenue, Los Angeles 5, California.

WNAX FARM SERVICE PERSONNEL

Rex Messersmith
Farm Service Director

George B. German
Inquiring Farm Reporter

Lyle Hansen
Associate Farm Service Director

WNAX-570 TO SPONSOR 1960 NATIONAL PLOWING CONTEST

WNAX, in co-operation with the Sioux Falls Chamber of Commerce and the South Dakota Association of Soil Conservation Districts, will sponsor the 1960 Soil Conservation Field Days and National Plowing Contest beginning September 21st.

Over 100,000 people are expected to visit the contest site during the three days of this big national event.

Already farm machinery and farm-related product manufacturers have contracted for the major portion of the available commercial exhibit area. In addition to these commercial exhibits, visitors will see soil conservation developments and demonstrations, and the National Plowing Contest with top plow men from all over the United States competing.

Invitations have been extended to the Republican and Democratic presidential candidates to attend. In 1952 and 1956 both presidential candidates made major campaign speeches at the National Plowing Contests.

Active in planning of the event are the members of the WNAX three-man Farm Service Department: Rex Messersmith, George B. German and Lyle Hansen. This trio of farm experts travel the length and breadth of Big Aggie Land for first hand information of interest and benefit to the Midwest Farmer.

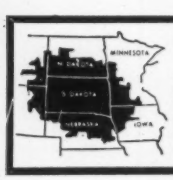
WNAX-570's sponsorship of this national farm event is one more indication of the station's leadership in farm broadcasting and service in Big Aggie Land—the nation's 40th Radio Market.

To reach and sell this important five-state area—you need only WNAX-570.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

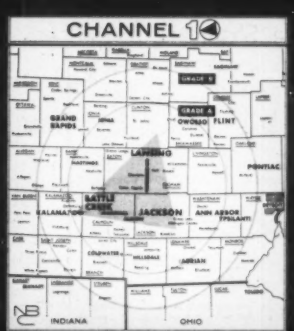
PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION
WNAX, Yankton, S.D.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

ONE SHOT TAKES ALL THREE

LANSING • JACKSON • BATTLE CREEK



The best shot in outstate Michigan pockets three major markets ranking 11th* in retail sales gives you more Grade A coverage of Central Michigan population and TV households. Nationally, the 26th** market. Your cue to call Venard, Rintoul & McConnell, Inc

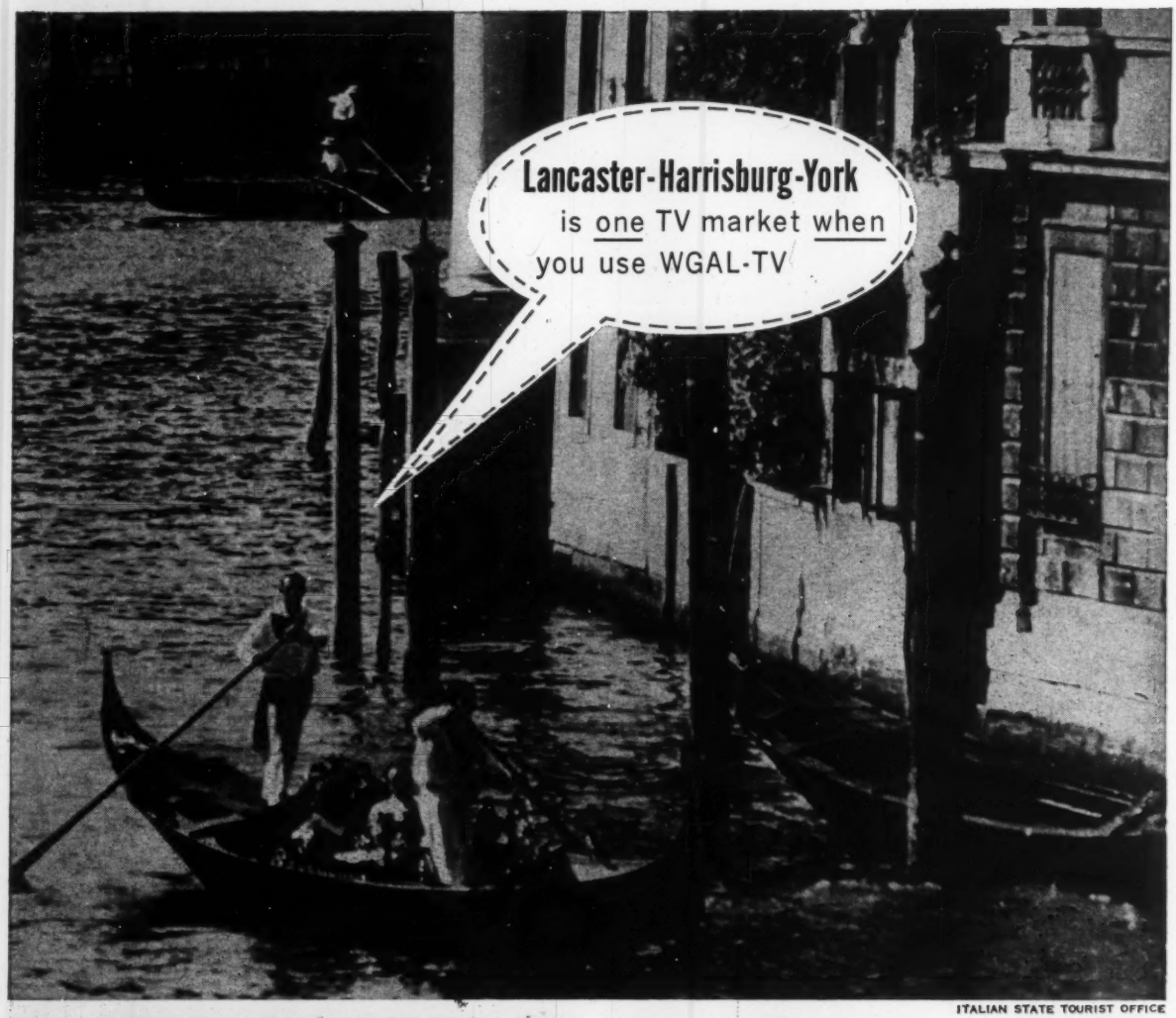
WILX TV

SERVING MICHIGAN'S GOLDEN TRIANGLE

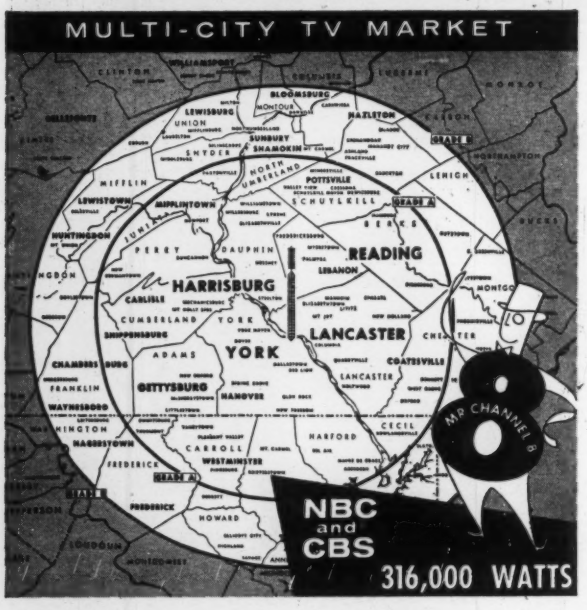
*SRDS Consumer Market Data
**Television Age 100 Top Markets 11/30/59

WILX is associated with WILS - Lansing WPON - Pontiac

Everywhere people are saying . . .



ITALIAN STATE TOURIST OFFICE



WGAL-TV

is favored by viewers in Lancaster-Harrisburg-York, plus Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities. Profit-proved for advertisers, this multi-city market is important to your selling plans.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

New Blue Book? ■ FCC members were given big gulp of homework last week —300-page-plus staff report on programming practices and recommendations for FCC program surveillance. Report was work of Network Study Staff under Ashbrook Bryant, and it reportedly contains 78 pages of conclusions adding up to recommendation that FCC assert authority to pass upon program judgments of licensees. It's said to be tougher version of principle that major industry witnesses themselves advanced during program hearings early this year. Networks and NAB agreed that FCC could examine overall programming and match promise *vs.* performance in license applications.

Special FCC discussion of programming report will be held later this month—after Commissioner Robert T. Bartley returns from England (he's due Wednesday, July 6) and all commissioners have had time to study thick document. Meanwhile, there's tight security imposed; numbered copies of report were distributed personally to individual commissioners and few key staffers.

Line economy ■ There's been quiet but growing interest in use of less-expensive Class C lines instead of Class A for radio station interconnections—so much so that NBC Radio planned to convert all but transcontinental backbone and major spurs of its network lines from Class A to Class C over past weekend. As explained to affiliates, NBC concluded after tests that there's been great technical improvement in Class C lines which puts them virtually on quality par with Class A, even though they cost little more than half as much; that most NBC Radio programming is news and other voice matter which for all practical purposes can be handled as well by Class C, and that changes in public's receiver habits—replacement of big consoles by table models and portables—make Class A transmission fidelity meaningless in most cases anyway. NBC's clincher: On test basis it fed its network via equivalent of Class C lines for two weeks without telling anybody, got not one complaint.

As insurance for NBC Radio stations that will be getting network service via Class C lines (see above), NBC engineers developed what they call "transistorized Class C equalizer." One of these will go to each converted station, all of which are being assured that the devices, easily installable by station engineers, will simulate Class A service.

Blue couches ■ Private eyes and cowboys may have to make room eventually for new standard character on tv screen: psychiatrists. Headshrinkers have been making fitful starts in past seasons, and new ABC-TV daytimer may help trend along. *Road to Reality,* starting in fall as dramatic five-a-week, is based on transcripts of sessions in group psychoanalysis. ABC-produced project recalls April 22 play on CBS-TV *Playhouse 90,* Roger O. Hirson drama, "Journey to the Day," which presented group treatment of patients in institution. Subject matter also is reminiscent of daytime *House on High Street* which ran for while on NBC-TV afternoon, dealing with professional help in domestic problems.

G-2 plans ■ Now before FCC, in form of document for public release, is specific outline of functions of new Complaints & Compliance Div. Big push will be made for document's approval as soon as money for operation of office is in commission hands (see story, AT DEADLINE). Document, originated by Commissioner T.A.M. Craven, is designed to let licensees know exactly what to expect from new compliance branch, headed by John C. Harrington. Earlier, Mr. Craven had asked FCC to issue "clarification statement" of division's duties but this was tabled as "unnecessary" after Senate had approved $200,000 for compliance activities. House Friday cut another $50,000 from that amount, leaving FCC with one-half of $300,000 it had asked for.

Now for the news ■ ABC-TV's next big program effort will be in area of news and public affairs. With network's sports schedule bolstered through its acquisition of both NCAA games and American Football League, and its entertainment programming competing effectively, AB-PT President Leonard Goldenson has given green light on more intensive news coverage through expansion of organization and implementation of public affairs programming.

Marked down ■ Price of Groucho Marx's *You Bet Your Life*—still seeking a sponsor—has been falling. Set for Thursday, 10-10:30 p.m. on NBC-TV for 1960-61 season, show's weekly production cost had been pegged at $53,000; now is being offered at $46,000 (both prices exclusive of agency commission; NBC owns show). Groucho's program is slotted against last half of highly-rated *Untouchables* on ABC-TV. CBS-TV has not programmed its counter half-hour; but now is peddling *Grindl,* Screen Gems package (about $48,000 per show). Comedy is anthology created by *Mr. Peepers* creator David Swift and centers around misadventures of a domestic.

If it's not Grindl *for CBS-TV's Thursday period (see above), there's good possibility—particularly if Talent Assoc. gets advertiser for it—of* Happy Talk, *edited-down half-hour version of* Open End *talkfest by top comics aired last month. David Susskind of Talent Assoc. is moderator of* Open End. *Program would be on tape and TA is now editing tapes of that* Open End *discussion into presentable pilots.*

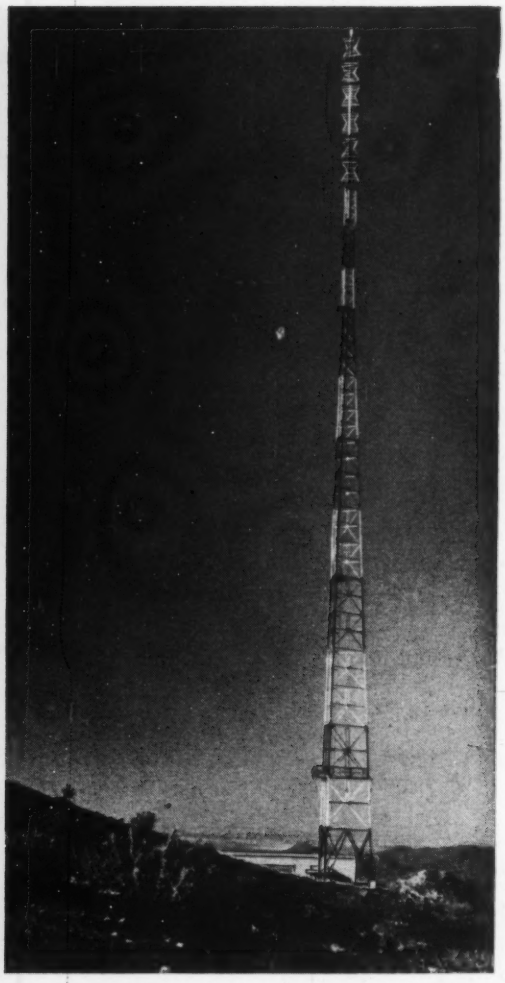
Seattle settlement ■ KIRO-TV Seattle, which was co-defendant with CBS-TV in antitrust suit brought by KTNT-TV Tacoma, decided last week to follow CBS example and settle out of court. CBS settled by giving KTNT-TV joint affiliation with KIRO-TV in Seattle-Tacoma market and, reportedly, by reimbursing Tacoma station for $400,000 expenses [BROADCASTING, May 30]. KIRO-TV reportedly paid KTNT-TV nothing but agreed, "reluctantly," officials said, not to counter-sue for losses it assertedly has suffered since dual affiliation in same market was announced. Original suit charged that CBS-TV and KIRO-TV conspired to take network affiliation from KTNT when KIRO went on air.

No easing ■ Don't interpret action of FCC in dropping revocation proceedings against KIMN Denver (BROADCASTING, June 27) as softening of new FCC crack-down on untoward programming. Issuance of cease and desist order in lieu of revocation hearing (4-1 vote) came only after FCC lawyers held that revocation could not be sustained in court test on basis of facts. Burden of proof, in revocation proceedings, is on FCC, whereas in renewal proceedings it shifts to applicant.

No sale—yet ■ Rumors flew again last week of impending sale by Elroy McCaw of WINS New York, but Mr. McCaw insisted no deal was in negotiation. So far Mr. McCaw is sitting tight despite offers of as much as $10 million for property he bought in 1953 for $450,000. At moment Mr. McCaw is planning new enterprise—investment company to provide equity financing for all kinds of businesses. If plans jell, several leading industrialists and financiers will be partners.

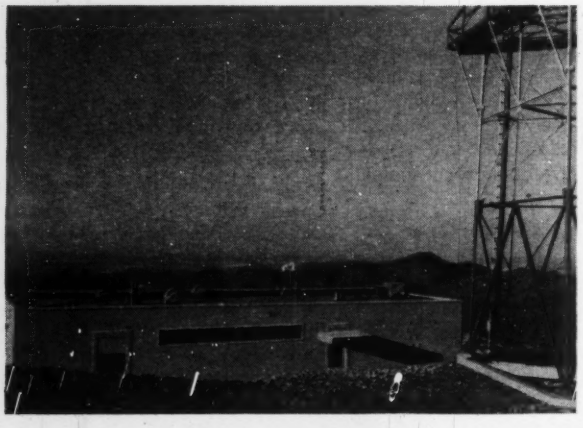
Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

KPHO-TV PHOENIX NOW FULL POWER



KPHO-TV, Phoenix, Arizona — America's Leading Independent — begins its second decade by proudly announcing the completion of its $400,000 improvement program.

Operating on low band Channel 5, KPHO-TV — first in Arizona since 1949 — now serves the state with maximum power, 100,000 watts, authorized by the F.C.C.



The brand-new facilities include the most modern and up-to-date RCA Victor TT/25/CL Transmitter and self-supporting IDECO tower with the latest RCA 6-Bay Antenna, 1770 feet above sea level — the tallest of its kind in Central Arizona.

REPRESENTED NATIONALLY BY THE KATZ AGENCY

A MEREDITH STATION

KPHO-TV PHOENIX 5

KPHO-TV CHANNEL 5 • Phoenix, Arizona • Affiliated with Better Homes & Gardens Magazine

Richard B. Rawls, Vice President & General Manager • Howard Stalnaker, Station Manager
Bob Martin, Program Director • George McClanathan, Director of Engineering

WEEK IN BRIEF

MR. BARASCH

Hard sell, not humor, should win tv awards ■ It's about time the creative awards for tv commercials were presented where they belong, according to Kenneth S. Barasch, who is leaving Kastor, Hilton, Chesley, Clifford & Atherton, New York, to become an independent tv-radio creative consultant. He doesn't mean the fancy, arty commercials either. He is talking about the good, old fashioned hard sell commercials, those that produce results in sales. Although others say the trend is toward wit and humor in tv commercials, Mr. Barasch believes they are wrong. The trend is the other way, he says in this week's MONDAY MEMO. Page **22.**

Stars and contracts ■ Those long-term deals made by the networks are on the way out. The trend today is toward short-term contracts and profit participation by the stars, influenced by such factors as high taxes, sharper inter-network competition and the emergency of film programming and outside production houses. Page **27.**

Big medium for little cars ■ Tv makes strong impression on prospects and dealers in compact automobiles, NBC-TV annual automotive survey, "Prospectivity," says. Page **29.**

Network tv curve ■ It continues upward as advertisers place more than $283.2 million gross for time January-May of this year. Page **38.**

Another crack in Canon 35 ■ Ohio Supreme Court board holds that recording of courtroom proceedings is not barred by Canon 35 if broadcast later from outside the court. Page **42.**

New fm project ■ Heritage Stations Representatives formed by International Good Music Inc., fm programming service being set up in 25 major markets. Politz survey shows fm households have above normal buying power. Page **44.**

Suits and more suits ■ KRON-TV San Francisco files antitrust action against principals in NBC-RKO General series of major-market station sales; asks FCC to lump all applications into one big hearing. Page **50.**

Senate okays Sec. 315 plan ■ Senators vote to suspend equal time provisions for presidential, vice presidential nominees this year and send it to House. Page **52.**

King to FCC ■ Charles H. King, Detroit law dean, was nominated to the FCC last week by President Eisenhower but congressional recess delays the planned recess appointment. Page **54.**

'Chaos' in spectrum ■ Sen. Hartke calls for study of FCC, radio spectrum. Page **56.**

Senate parries payola ■ Pastore subcommittee sets August hearing on suspension and forfeiture features after bill rolls through House. Page **58.**

A commissioner speaks ■ T.A.M. Craven takes verbal swipe at those who advocate FCC programming content and balance; charge made that no thought given to illegalities involved. Page **60.**

Daylight look ■ Spot changes in networks' daytime lineups for fall show number of new shows, some casualties and tug-of-war over one old show but no radical departures in formats. Page **64.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

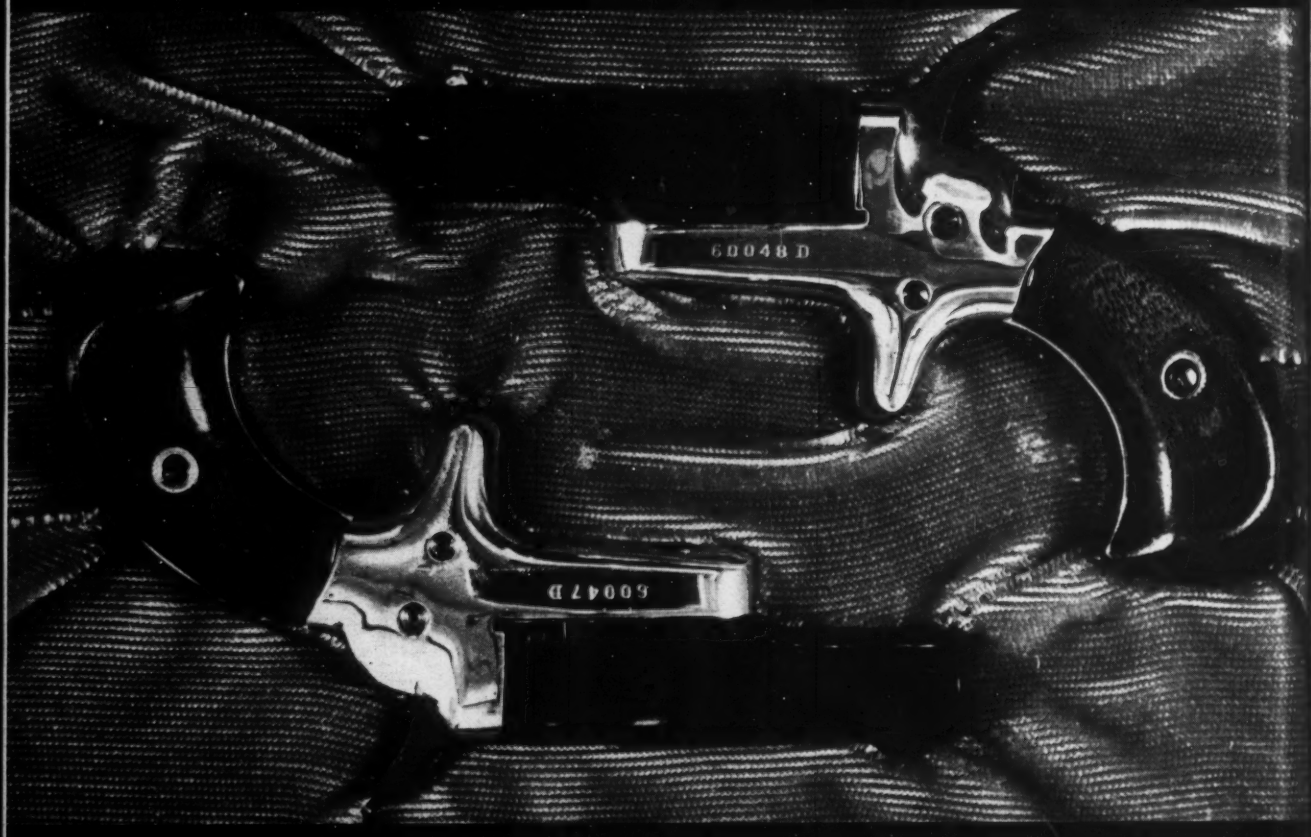
leads Station B in power by 20-1

. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

QUALITY TELEVISION*
SELLS
RICH, RICH
SOUTHERN NEW ENGLAND



QUALITY IN THE GUNSMITH'S CRAFT IS REPRESENTED BY THESE MATCHED DERINGERS. MANUFACTURED BY COLT'S OF HARTFORD. A PROUD NAME SINCE 1836.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN TELEVISION IS THE HALLMARK OF WTIC-TV.

OH YES. WTIC-TV PROGRAMS ARE HIGHEST RATED TOO.

WTIC TV 3 HARTFORD, CONNECTICUT

*ASK YOUR HARRINGTON, RIGHTER & PARSONS MAN

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT · DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 27

HOUSE VOTES FCC POLICE FUND

Approves $150,000; Senate goes along

Congress Friday approved $150,000 for FCC's proposed police unit to watch stations for violations of Communications Act and FCC rules and other misbehavior. There was some debate in House on whether unit would get into program censorship.

House acted in morning and Senate in afternoon on compromise Independent Offices Appropriations bill (HR 11776), which was approved by House after amounts were worked out Thursday by Senate-House conferees on fiscal 1961 budget for FCC, Federal Trade Commission and other independent agencies.

Congress-approved compromise gives FCC total $13,085,000, which includes $2 million for agency's proposed two-year study of uhf propagation in New York City. Total was $415,000 less than original Budget Bureau request, but $150,000 over amount originally approved by House and $50,000 less than figure subsequently approved by Senate. Police unit figure of $150,000 was half of $300,000 FCC requested when matter was first brought up during Senate hearings. Senate had approvel $200,000 before bill went to Senate-House conference to work out Senate-House differences. Bill sets FCC travel limitation of $165,000.

During House debate Friday Rep. Edward Boland (D-Mass.) expressed concern FCC police unit might set "dangerous precedent" and might get into program censorship, but Reps. Albert Thomas (D-Tex.) and Oren Harris (D-Ark.) said FCC is prohibited from censorship. (Similar concern had been voiced by senators and Senate report specified money could not be used for anything "remotely approaching" censorship.) Rep. Joe Evins (D-Tenn.) said FCC is justified in checking broadcaster promises versus performances in light of abuses revealed by congressional investigators.

Bill, now to go for presidential signature, specifies $7,507,000 for FTC and directs special attention to its new textile-labeling program activities.

Measure also provides for Office of Civil & Defense Mobilization to hire telecommunications expert or consultant at $75 per day and strikes language earmarking $185,000 for OCDM Interdepartmental Radio Advisory Committee because "it is no longer necessary under the reorganization of OCDM."

KTVU strikes back at KRON-TV charges

Bitter charges that KRON-TV San Francisco had warmed-over old claims previously shown to be unfounded were made by NBC and KTVU (TV) San Francisco, cited by KRON-TV in federal antitrust suit and FCC hearing petitions (story page 50).

NBC told BROADCASTING KRON-TV's statements attacking NBC's proposed acquisition of KTVU are "hardly new," adding they are based "on many of the same claims which the (San Francisco) *Chronicle* had made in its brief, jointly filed with Westinghouse Broadcasting Co., seeking to attack the acquisition before the federal district court in Philadelphia.

"At that time, the Dept. of Justice, which had conducted an intensive investigation into every phase of the transaction, said the allegations 'do not enlarge upon facts disclosed by our investigation or upon theories considered by the government. Those facts and theories in our view do not disclose any violation either of the judgment or the antitrust laws.' "

KTVU charged KRON-TV and affiliated *Chronicle* "are attempting through litigious conduct to indirectly effect a continuing and perpetual affiliation with NBC" that could not be done directly. Pointing out the Dept. of Justice had found the charges without merit, which was sustained later by Federal court Judge Kirkpatrick in Philadelphia, KTVU said:

"The extent to which the *Chronicle* and KRON-TV have gone in bearing false witness" by harassment and unsustainable charges shows "the complete panic it suffers when confronted with the task of operating a tv station with its own vast resources and without network help.

"We at KTVU as small businessmen are proud that we have the courage and competence to undertake a type of tv operation that an organization as dominant and powerful as the *Chronicle* so thoroughly dreads that it will go far beyond the bounds of decency, fairness and honesty in persecuting a small competitor.

"We shall in due course and in appropriate processes thoroughly vindicate our conduct and reveal the shabby and unconscionable motives of the *Chronicle*."

Political jingles

With political pot beginning to boil, Jingle Mill Inc., New York, announced Friday it is prepared to create singing commercials for candidates to their specifications. Commercials will be sold to local candidate or his party for $68 each for use on one station and charge of $25 for each additional station use. Mort Van Brink, president, said Jingle Mill can offer 20- to 30-second jingles at this cost because company has library of more than 600 tunes already recorded on tape and only lyrics have to be written. Candidate will have specific tune exclusive in his area. Mr. Brink reported that 75 political jingles already have been sold during past few weeks and said he could accommodate national candidates when they are selected. He observed Jingle Mill probably would create new tunes and lyrics for them so they would not conflict with melodies associated with local candidates throughout country.

WJZ-TV strike settled; WBEE denies charges

Strike developments at weekend: WJZ-TV Baltimore strike by AFTRA settled after night session June 30; WBEE Chicago (Harvey, Ill.) strike by AFTRA, started June 9, is acquiring racial overtones.

Agreement at WJZ-TV followed 11-day strike by seven freelance talent employes, with about two-score employes refusing to cross picket lines. Station said service was not interrupted. John L. McClay, WJZ-TV general manager, and Nelson Baker, one of strikers, issued joint statement saying, "We feel we reached a very happy conclusion for everybody concerned. It was fair all the way around, with compromises on both sides."

In Chicago, July 2 issue of Chicago *Defender*, Rollins station explored AFTRA charges and pointed out station is only one in Chicago area employing Negro help fulltime and servicing Negro community interests. Ad asked why AFTRA hasn't insisted on

AT DEADLINE CONTINUED

Negro employment at major broadcast outlets. Station contends it is willing to pay hourly rate sought by union and parent company (Rollins Broadcasting Inc.) has union contracts with Negro personnel at other stations in group.

Contest abandoned, FCC reprisal feared

Potts-Woodbury, Kansas City agency has withdrawn station promotion contest on behalf of client DX Sunray Oil because promotion managers are reluctant to accept prizes for fear of "implications" with FCC. Contest, planned since last April, was for best efforts promoting *Grand Jury* film series, on about 35 stations. Prizes included trip to Hollywood for manager and wife.

Letter signed by Ranson Dunnell, agency's radio-tv director, explained to station management that several promotion managers had said they could not accept prizes. He added that in view of payola and plugola investigations, contest was postponed on advice of attorneys and to "avoid embarrassment" to stations.

Capital Cities traded

Stock of Capital Cities Broadcasting Co. opened at 10 last week on first day of trading on American Stock Exchange, New York. It was back at that price by close of business second day, (July 1), after dropping ¼ in interim. Firm is listed under symbol "CCB." Lowell Thomas is largest stockholder in Capital Cities and Frank Smith is president. CCB stations are WROW-AM-FM-WTEN (TV) Albany, N. Y.; WTVD (TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., and WTEN's satellite, WCDC (TV) North Adams, Mass.

Political sale

Mutual's convention-election package has been purchased by Liggett & Myers Tobacco Co. (Oasis cigarettes), New York, for price reported slightly over $100,000. L&M will sponsor ten 25-minute programs at each convention, four special five-minute programs on Election Day and participation in 19 Friday programs of *The World Today* in period between conventions and election. Agency: McCann-Erickson, New York.

FTC CITES COLUMBIA PAYOLA

Payments direct to radio-tv stations charged

Columbia Record Sales Corp. and Columbia Record Distributors Inc., both New York, are among seven record manufacturing and distributing firms being cited for payola tomorrow (Tuesday) by Federal Trade Commission. In addition to accusation that they have made undercover payments to disc jockeys to play their records, two Columbia firms and Interstate Electric Co., New Orleans, also are charged with making payments directly to radio and tv stations.

Other firms being charged tomormor include Triumph Records Inc., Malverne Distributors Inc., Mayfair Distributors Inc., all New York, and Concord Distributing Co., Cleveland. This brings total payola complaints issued by FTC since last fall to 93.

Trade Commission also announced last week that 15 firms have agreed to accept consent decrees prohibiting the giving of payola in future. All previously were cited by FTC. They include United Telefilm Records Inc., New York; Allstate Record Distributing Co., Vee-Jay Records Inc., Mercury Record Corp., all Chicago; three Mercury subsidiaries in Cleveland, New York and Chicago; Midwest Distributing Co., Commercial Music Co., Interstate Supply Co. and Roberts Records Distributing Co., all St. Louis; Ric Records Inc., New Orleans; Astor Records Inc., Pittsburgh; Ace Record Co. and Record Sales Inc., both Jackson, Miss.

Hearings on payola complaint against Decca Distributing Corp., New York, will begin Wednesday (July 6) in Washington before Hearing Examiner J. Earl Cox.

Report on FTC activities for fiscal year ended June 30, released yesterday (Sunday), shows that record number of complaints and orders against illegal business practices were issued through "sharply intensified policing." According to report, drafted by Acting Executive Director Basil J. Mezines, 157 (double fiscal 1959) complaints were brought against monopolistic practices and 348 (up from 272 last year) against deceptive practices, including payola.

WSHE Raleigh sold

Sale of WSHE Raleigh, N.C., from John C. Greene and associates to Louis P. Heyman for $175,000 announced Friday (July 1). Mr. Heyman is former executive of Schenley Distillers. WSHE is 500 w daytimer on 570 kc. Transaction was handled by David Jaret Corp., Brooklyn, N.Y.

Overtime measure awaits Senate action

Legislation (HR 12853) granting exemption from overtime requirements of wage-hour law to broadcasters in smaller marketing areas was passed by House and sent to Senate where it was awaiting action at weekend. Bill excludes radio-tv from overtime requirements in cities under 100,000 population. Clarifying language was adopted specifying overtime requirements do not apply in small markets lying within boundaries of standard metropolitan area if total population is under 100,000.

Overtime language is involved in bill originally increasing federal minimum wage gradually from $1 to $1.25 per hour. This had been approved by Senate Labor Committee [BROADCASTING, June 27].

Parliamentary mixup by which 14 million workers were deprived of minimum wage through technical fluke threatened to prevent Senate action.

SAG contract

Screen Actors Guild Friday negotiated new contract for actors employed on tv films with Alliance of Television Film Producers and Assn. of Motion Picture Producers. It calls for immediate increases and also for future raises. For example, minimum fee for half-hour program (with guarantee of 13 programs) goes from present $285 to $315 and to $350 in 1962; retroactive to June 1, 1960. Present residual schedule, which goes to total of 140% of original payment, continues in effect, but actors have option in 1962 of changing system to minimum royalty payment of 8% of world rights, in which case contract runs until 1965. Producers also agreed to support pension, health and welfare fund with payments equal to 5% of actors' salaries up to $2500 per actor per half hour program or $4000 per hour program.

WHAT REALLY CREATES PROSPERITY?

Let's be realistic.

More wages don't create prosperity. *Actually,* unearned wages create inflation.

What *is* true prosperity? The increase of material wealth.

What basically creates wealth? Not education, culture, social agencies, government. They help spread it, help you enjoy it, use it, control it.

Basically, *industry* creates wealth: by creating more goods for everyone. By keeping costs within reach through mass production and product improvement. By making more jobs for more and more people. Remember—85% of us derive our incomes directly or indirectly from industry and business.

Let's be realistic: if you work *with* industry—against inflation, foreign competition, idle waste of manpower—you are helping create prosperity!

REPUBLIC STEEL

CLEVELAND 1, OHIO

One of Republic Steel's important pioneering improvements, which greatly reduces costs for home builders (thereby helping to counteract inflation and promote prosperity), is a new line of low-cost windows.

These handsome windows have been specifically designed and produced to meet the economic needs of home builders. Excess cost has been engineered right out of them. They will not warp, stick, or rot. Positive closing. Weathertight seal. Installation is fast, easy, and economical.

Combining quality and cost that home builders and owners can live with, these superb windows are sold under the famous name of TRUSCON, a Division of Republic Steel.

Vincent Price
...taut melodrama

Pat O'Brien
...hardhitting action

June Lockhart
...gay romance

Peter Lorre...suspense-laden intrigue

Charles Ruggles
...rollicking comedy

Charles Coburn
...tongue-in-cheek farce

Harry James
...jazz drama

Everett Sloane...Western adventure

©CPCO

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Out of the thousands of
SATURDAY EVENING POST
stories read and loved by millions
of Americans, **ITC** now proudly
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The "best" known stars of Broadway and Hollywood appear in stories carefully selected by the Editors of the Saturday Evening Post from the works of famed "POST" authors like MacKinlay Kantor . . . James Warner Bellah . . . Stephen Vincent Benet . . . Conrad Richter . . . Kay Boyle . . . Andrew Tully . . . as ITC adds the dimension of television to the finest in popular fiction — "Best of the Post."

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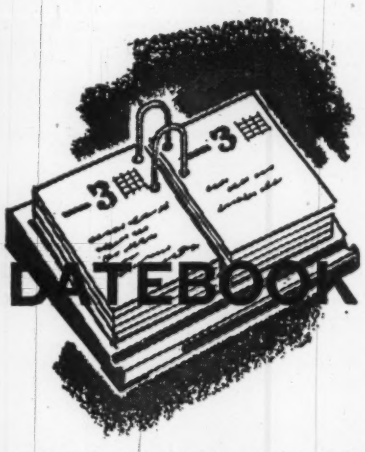


A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

JULY

July 10-22—NAB Executive Development Seminar, Harvard Graduate School of Business, Boston.

July 11-15—Institute in Industrial and Technical Communications, Colorado State U., Fort Collins, Colo. Elwood Whitney, senior vice-president and director, Foote, Cone & Belding, will give opening address.

*July 17-21—National Assn. of Educational Broadcasters seminar, U. of Wisconsin, Madison. Possible formation of live radio network for noncommercial stations will be explored.

July 19-20—Idaho Broadcasters Assn. convention. John Meagher, NAB vice-president, and Ben Sanders, KICD Spencer, Iowa, will be featured speakers. Sandpoint, Idaho.

*July 19-20—NAB Tv Code Board personal products subcommittee, New York.

July 20-24—American Federation of Television and Radio Artists annual convention. Shoreham Hotel, Washington, D.C.

July 24-Aug. 5—Advertising Federation of America's second annual management seminar in advertising and marketing. Harvard Business School, Boston. A limit of 50 applicants has been set to be selected from agency and advertiser marketing executives, plus one representative from each major media association. Applications available from AFA, 250 W. 57th St., New York 19.

July 29—Deadline for comments to FCC on technical standards for fm stereo.

AUGUST

Aug. 1-12—International Television-Radio Workshop, Interchurch Center, 475 Riverside Dr., New York. Sponsored by Broadcasting and Film Commission and United Church Women of the National Council of Churches; the Protestant Council of N.Y.; New York State Council of Churches; New Jersey Council of Churches, and World Commission for Christian Broadcasting.

Aug. 7-9—Georgia Assn. of Broadcasters annual meeting and election of officers. Jekyll Island, Ga. Those attending should make reservations at the Wanderer Motel.

Aug. 12-13—Arkansas Broadcasters Assn., fall meeting. Hotel Marion, Little Rock.

Aug. 19-20—Texas AP Broadcasters Assn. Baker Hotel, Mineral Wells.

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hills Lodge, Wagoner.

Aug. 29-Sept. 2—American Bar Assn. annual convention, Statler-Hilton Hotel, Washington, D.C.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America. Hotel Astor, New York

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica, N.Y.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

*Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

OCTOBER

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorum, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 5-8—Radio Television News Directors Assn. annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

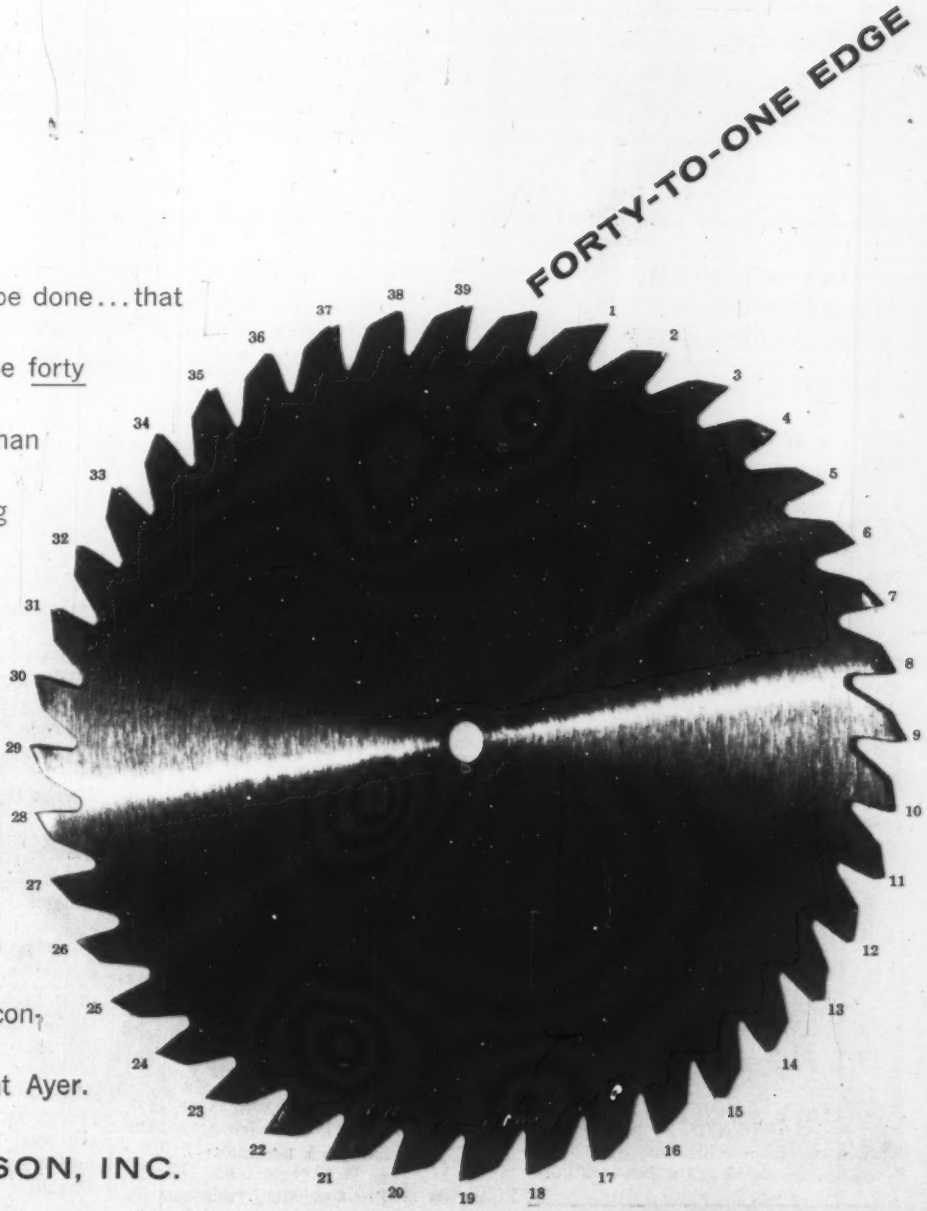
Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference. Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

The commercial is the payoff



Research says it can be done... that one commercial can be forty times more effective than another for a competing product. Swings like this (and some a lot less spectacular) can show up—fast—on the profit-and-loss sheet.... A fact which dominates our whole concept of selling here at Ayer.

N. W. AYER & SON, INC.

Represented by THE BOLLING CO.

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BROADCASTING*

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING ■ TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D.C. Telephone: Metropolitan 8-1022.

EDITOR AND PUBLISHER.....Sol Taishoff
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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate

Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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OPEN MIKE®

Detroit auto story

EDITOR: I have just finished reading your Detroit article in the June 20 issue (page 27, "Automen plan record ad buying"). I have just one thing to say: tremendous!—*Jos. Killeen, Sales Manager, WTMJ-AM-FM Milwaukee.*

'Birth control' for radio

EDITOR: In reading your "Rate infamy" editorial in the June 20 issue, I agree that no matter which wins, local and/or national rate, we will have a rate problem in radio: off the card dealing, *i.e.*, multiple rates still.

You mention that "local vs. national . . . is no more than one element in a much bigger problem confronting broadcasting." It isn't, as you say, rate cutting. It is the cause of the rate cutting. Not the disease, but the genes. Yes, what radio needs is birth control.

We note that the FCC estimates that there will be 2,000 more radio stations in the next 10 years. To NAB, RAB and equipment manufacturers this means a tremendous growth in the radio industry, the epitome of American business initiative. We, as Americans, frown on the over-populated areas, like China, as backward nations in which war affords an automatic and necessary birth control. Is that why radio, today, is going through a rate war?

I think it is; . . . over-competition does not lead to better radio, but to all-over leveling, struggling, starvation radio subsisting on payola records.

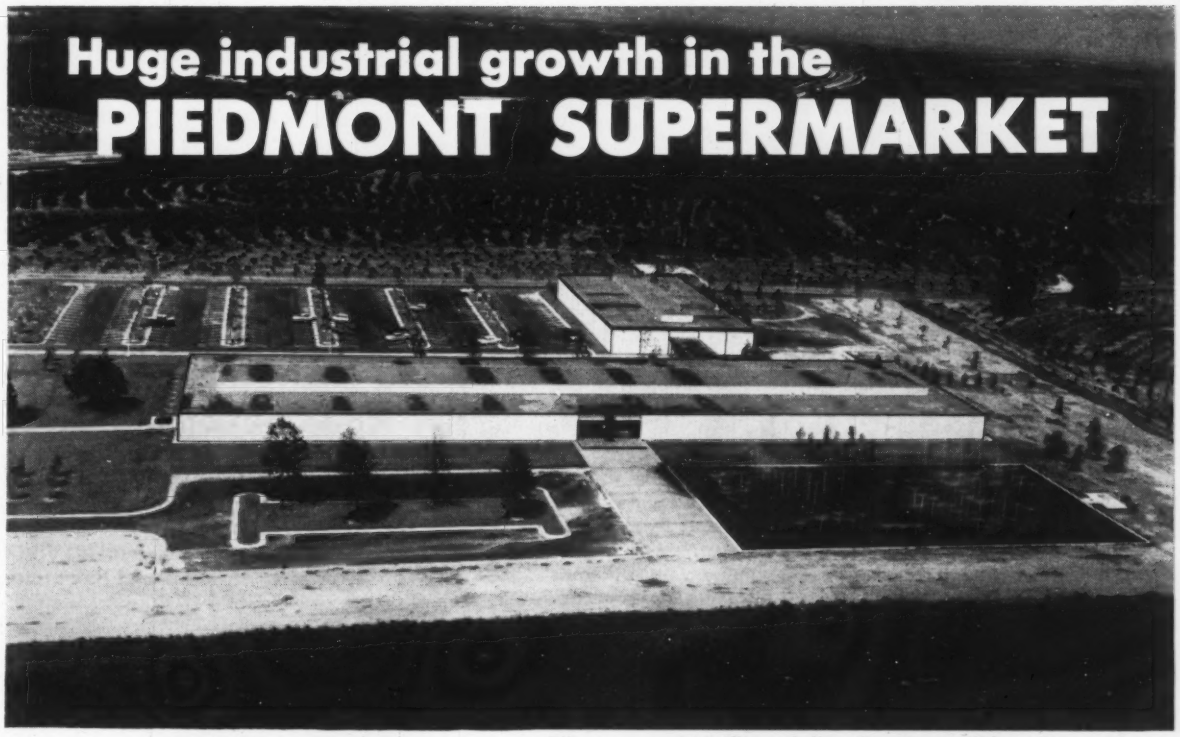
The lowering of engineering standards . . . the disregard for economic backing . . . the misguided pride in quantity versus quality . . . the inevitable need to get the business at any cost . . . all these are the cause of radio's rate problem. . . .

The addition of 200 stations in 1960 will merely aggravate the problem.—*Florence M. Gardner, Manager, KTFI Twin Falls, Idaho.*

Alaska tv set count

EDITOR: In case a question arises about our Alaskan set count figures, which appear somewhat confusing as released by us, I am attaching an explanatory note: the total homes figures for Alaska are for the entire judicial districts. We found from the results of a preliminary survey that 98% of all television viewing in Alaska occurs in and around the immediate vicinities of Juneau, Anchorage, and Fairbanks. Therefore . . . the figures printed in the BROADCASTING ARB set count are the total homes figures for the entire judicial district, with set counts for Juneau, Anchorage, Fairbanks and

Huge industrial growth in the PIEDMONT SUPERMARKET



The new multi-million dollar Deering-Milliken Research Center on Interstate 85 near Spartanburg, S. C.

means:

PEOPLE, PAYROLLS and BUYING POWER!

Prosperity breeds more prosperity! . . . and the booming industrial growth of the area under the influence of WSPA is a vast storehouse of BUYING POWER!

Here in the rich Lower Piedmont is an audience eager for the products they see advertised . . . with the cash to buy them! WSPA-TV is the ONLY CBS-VHF station serving this fertile Spartanburg — Greenville SUPERmarket! . . . your best buy in the South!

WSPA CBS TV *channel* **7**

SPARTANBURG, S. C.

AM • FM • TV •

National Representatives: GEORGE P. HOLLINGBERY CO.

SEAL OF GOOD PRACTICE

BALANCED PROGRAM-MING . . .

MEANS LISTENER LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- *The news and information station*
- *The variety station*
- *The network station*
- *The family station*

KTRH
50,000 WATTS — 740 KC
—CBS—
HOUSTON, TEXAS
Represented by Peters, Griffin and Woodward, Inc.

their immediate vicinities only.

We would certainly like to thank and congratulate you on the excellent treatment given these figures. We learned more about agency attitudes on coverage from your story than we've been able to find out during the whole last year.—*James W. Seiler, Director, American Research Bureau Inc., Beltsville, Md.*

Prospective giveaway client

EDITOR: We would very much appreciate any information you could supply us listing public relations firms who can set up participations in giveaway shows, network, regional or local. We have a client who is very much interested in this type campaign; however, we are unable to find any listings of firms who could supply us with information as to availabilities, product requirements and costs per presentation.—*Eleanor Werner, Radio-Tv Director, Ridgway-Hirsch Adv. Co., St. Louis.*

[A major report on this subject, "The busy middlemen in giveaways" (page 10, Aug. 10, 1959), has been sent to Miss Werner—THE EDITORS.]

Word gets around

EDITOR: Please be advised that we have documentary proof of BROADCASTING's vast coverage and circulation. After getting a paragraph in your March 21 edition in FANFARE section (page 102) regarding our Copy-Cat Kit (25¢ handbook of contests and gimmicks for would-be competitors), just the other day we received an order for same from Station 3XY, Efftee Broadcasters Pty. Ltd., in Melbourne, Australia, using an enclosure for three shillings to pay for said copy of the Copy-Cat Kit. —*Verne Paule, General Manager, WJPS Evansville, Ind.*

The Telenews record

EDITOR: Enjoyed the story in your June 27 issue on one of our worthy competitors, Bill Payette of UPI (Our Respects to, page 107), but despite the merger of INS-INP with UP some two years ago, which eliminated the "INS" slug from our letterhead, I wanted to point out some facts simply for the record.

You might interpret my feelings to either loyalty or nostalgia; nevertheless, I wanted to call them to your attention.

Telenews was the pioneer newsfilm service for tv, in association with INS, in 1948—some four years prior to UP-Movietone's entry into the field. This pertains to the statement that Payette helped evolve supplying of newsclips to tv stations in 1951.

INS-INP-Telenews pioneered facsimile service to tv stations a year before either UP or AP got into the act, in January 1953, and had installed its equipment in some 25 major markets. This pertains to the statement that "UPI, along with other pioneering services, evolved the use of facsimile," etc. Even AP would resent that!

In passing, you might be interested to know that Telenews is the only independent newsfilm syndicate that services one of the major networks—ABC. And we're still going strong!—*Robert H. Reid, General Sales Manager, Telenews Sales Division, Hearst Metrotone News Inc., New York.*

Political aftermath

EDITOR: Thought you might be interested in the following:

On or about the 13th of November 1959 six local state and county officials filed a petition with the FCC for the revocation of licenses and for other relief against radio stations WBLO Evergreen, Ala., and WEBY Milton, Fla., owned by myself.

In the recent state and county election, those signing the petition and seeking re-election were defeated. One of the petitioners, Sheriff Bart D. Broxson, was killed in an automobile accident Dec. 24 and his son was appointed to fill his unexpired term. His son was defeated for re-election by Wade H. Cobb.

Albert Golden did not seek re-election, but actively supported all signers of the petition.

State Senator Newman C. Brackin was defeated by myself. Morrison Kimbrough was defeated by Mayor W. C. Byrom. Clifford Wilson was defeated by Ezra Johnson. Richard C. Finlay was defeated by Macon Wise.

The fact that these gentlemen tried to close these two radio stations was a major issue in the campaign. Possibly their defeat can be attributed to the filing of the petition.

As you know, the FCC failed to consider the petition.—*Clayton W. Mapoles, Milton Broadcasting Co., Milton, Fla.*

[FCC on May 18 dismissed the petition seeking revocation of the licenses of WEBY and WBLO. FCC said local political factions and differences are not proper subjects for consideration by the commission.—THE EDITORS.]

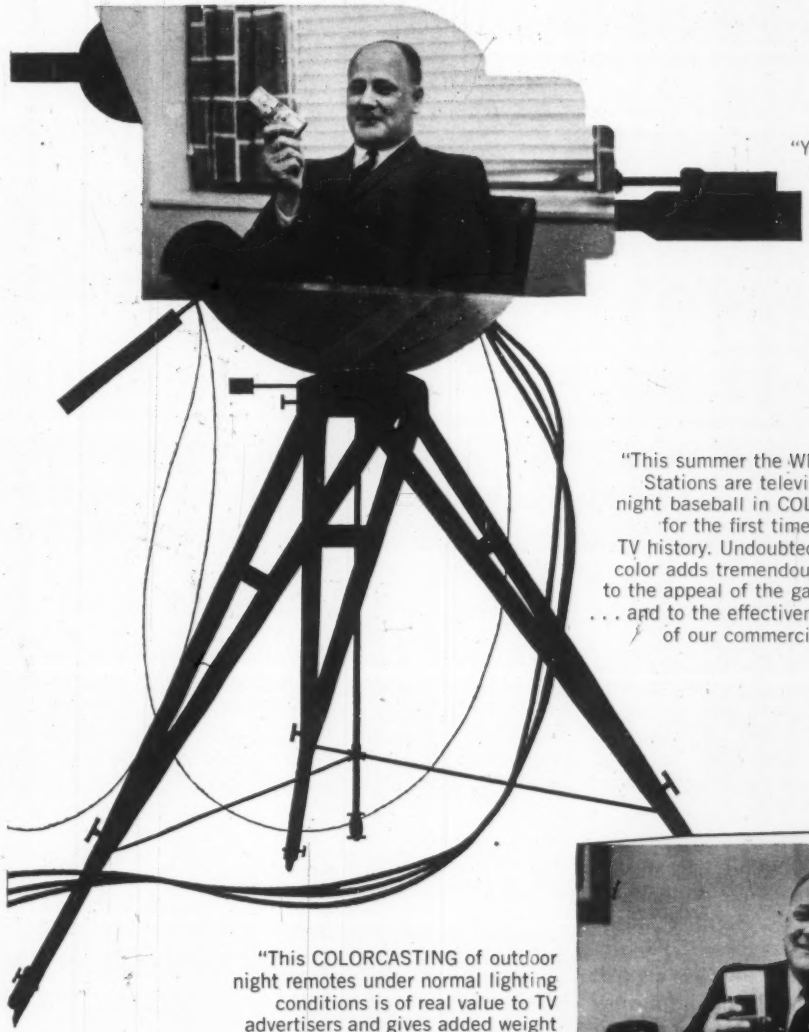
BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

Interview: Bert Schloemer

Executive Vice President, Stockton-West-Burkhart Advertising Agency, Cincinnati, tells why he selects the WLW-TV and Radio Stations for Hudepohl Beer.



"You can always look to the Crosley Stations for the latest accomplishment of true significance to the broadcasting industry."

"This summer the WLW-TV Stations are televising night baseball in COLOR for the first time in TV history. Undoubtedly color adds tremendously to the appeal of the game . . . and to the effectiveness of our commercials."

"This COLORCASTING of outdoor night remotes under normal lighting conditions is of real value to TV advertisers and gives added weight to the already heavy list of other WLW-TV's advantages."

"The Hudepohl Brewing Company is happy to receive this extra programming and commercial advantage as one of the WLW-TV sponsors of these Cincinnati Reds games."

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW Stations . . .

WLW-D Television Dayton

WLW-C Television Columbus

WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation, a service of **Avco**

Statistics are like icebergs. The numbers you see may be impressive, but it is often the footnote hidden below that carries the most weight.

Consider the next network trade ad you see. Examine closely the figures that support the headline's claim.

Are they based on less than half of all the nation's television families, or do they represent a true measure of nationwide audiences? *(We count the whole country—see footnote.)*

Do the statistics simply reflect an isolated week or two, or do they span a longer, more meaningful period? *(We embrace the whole season—see footnote.)*

Do the numbers in big type report "total audience" ratings, which include all viewers who dip in and out of any program? Or are they "average-minute audiences," which more accurately measure how many television homes were tuned to your commercials? *(Our viewers stay put—see footnote.)*

Do the boundaries of "nighttime and daytime" include the full schedule of sponsored programs, or are

NATIONWIDE NTI AA REPO
NIGHT: MON-SUN 6-11 PM

some time periods left out, foreshortening either night or day? *(We work the longest hours—see footnote.)*

When you do look into our footnotes, you will find that by all the measures that really count the CBS Television Network again this season broadcast the most popular program schedule in all television, with

...the greatest nighttime audiences: *16% larger than the second network and 17% larger than the third*

...the largest daytime audiences: *20% larger than the second network and 65% larger than the third*

...more of the most popular nighttime programs than the other two networks combined: *4 of the top 5, 6 of the top 10, and 11 of the top 20*

...more of the most popular daytime programs than the other two networks combined: *3 of the top 5, 7 of the top 10, and 12 of the top 20*

Which explains why advertisers, who can be counted on to read the fine print, continued to commit more of their budgets to the CBS Television Network than to any other single advertising medium.

RTS OCT I,'59-MAY II,'60
;DAY:MON-FRI 7 AM-6 PM

MONDAY MEMO

from **KENNETH S. BARASCH**, *tv-radio creative consultant, New York*

Hard sell, not humor, should win tv awards

Recent articles discussing the trend to tv humor present this art form as the *avant-garde* of a new world of advertising. However, the effort to create a witty, charming "different" tv commercial which employs humor and cartoons often results in a loss of sales!

[The opposite view was expressed in the June 27 MONDAY MEMO by Lincoln Diamant, vice president in charge of tv-radio, Daniel & Charles Inc., New York.—The Editors.]

Research backs us up in this view. According to Dr. Henry Ostberg of Blankenship, Gruneau & Ostberg, research firm, "humor gets attention, but may not get believability or seriousness."

Every year the "creative" commercials receive tv awards. But if the awards were based on sales results instead of art direction, then the commercials at the bottom of the creative rankings might well be the winners.

I need only cite Dristan, Rolaids and Anacin as three commercials that art-conscious experts would rate very low on the "creative" level, yet these three have produced outstanding sales results.

Re-define 'Creative' ■ This would suggest a re-definition of "creative." I would suggest that creativity in advertising should describe the type of presentations that promote sales. In these terms the Dristan, Rolaids and Anacin advertisements are works of art—advertising art.

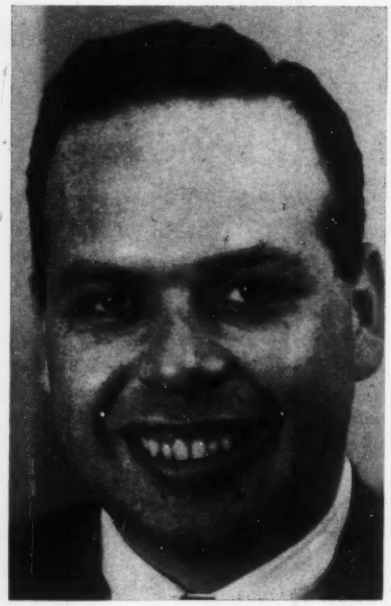
Too often, the cartoon-plus-wit approach to tv selling results in a high recall of the "gimmick" or presentation factor used, but a very low recall of the product's image or reason for buying. Awareness of the brand name increases, but, without a reason for buying the product, sales decrease. Furthermore, cartoons and humor that tend to treat a product lightly will in turn be thought of lightly by the consumer.

Therefore, humor not only can rob a tv commercial of its believability and serious import, but it can also *hide* a good selling idea. For example, the Piel Bros'. campaign, "A beer that holds its head, holds its flavor," is a powerful idea. Along with visible proof of two glasses side-by-side, it should be all that's needed to make Piel's sales soar. What's wrong? I think that Bert and Harry sometimes get in the way of the idea, make a joke of it and as a result tend to steal the thunder of the "head-test."

In contrast to tv humor or cartoons is "continuous" or hard sell. Continuous sell has the advantage of being able to tie together all aspects of the commercial and to relate its message to the home audience. It uses real-life situations and diagrams to bring home its sales point. Properly constructed, nothing is permitted to get in the way of the primary message. Everything in a hard-sell commercial works towards credibility and seriousness.

Where the competition is great and all advertisers are vying for a pre-determined market, it is the most promising and believable story that will make the sale. Certainly wit and cartoons would stand out in these markets—but would they sell? I think not. A headache is a serious thing. A mother wants to buy the best, most nutritional foods. A man wants to see the car he will buy and at three thousand dollars he's serious about it.

Think Pictures ■ Television is *not* radio with pictures. On the contrary, it is a silent movie with sound. The sound backs up a story told visually. Every picture in a tv commercial should work towards telling the primary sales story, from beginning through demonstration, proof and close. Where the picture may not tell the complete story, supers can be used. But above all, the pictures should be made to work for the product.



Kenneth S. Barasch started in advertising as tv writer on mail-order drugs and cosmetics, has worked for Ogilvy, Benson & Mather and with Ted Bates on drugs and package goods. He now is leaving Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., to become tv-radio creative consultant.

How, then, do you know your pictures are working for you?

Test the commercial without sound. A storyboard, with supers but without the audio, should tell your full story from beginning to end. If you have difficulty reading the board, if it doesn't "play" from opening to close, if the demonstration is not clear, the proof not visible, the chances are that your commercial does not have a strong visual story. But, when the pictures "track" and tell the story, then an already strong commercial is enhanced by the audio. Existing television commercials also can be tested with a similar method. Just run them off and turn off the sound. If you can understand what the advertiser is telling you in pictures and supers without the sound, then the commercial is a good one.

Using these methods, you may find that cartoons really aren't doing anything to help your sale. But by the same token, a stand-up commercial (the announcer talking to the camera) may not stimulate consumer interest either. Commercials must have action—but that action must be related to the sales story.

Primary Sales Point ■ Of course, any successful advertising vehicle must have a primary sales point that sets it apart from its competitors. Without it, you don't have an advertisement. With it, you don't need gimmicks, techniques, cartoons or wit to get in the way. Look at it this way: a primary sales point can get a response of, say 70%, before a test audience. Add cartoons and humor and they, too, will get a response. But at what cost? Chances are, at the cost of the primary sales point.

Fortunately, the trend is away from humor in advertising. As more and more advertisers realize that recall of the brand name is not enough, that recall must result in a "good reason why" for higher sales, a return to hard sell or "continuous sell" will occur throughout the industry.

Someday soon, the giver of advertising awards will recognize that sales come before beauty. And, such brilliant commercials as Anacin, Dristan, Rise shaving cream, Bufferin and Colgate will get the credit they deserve.

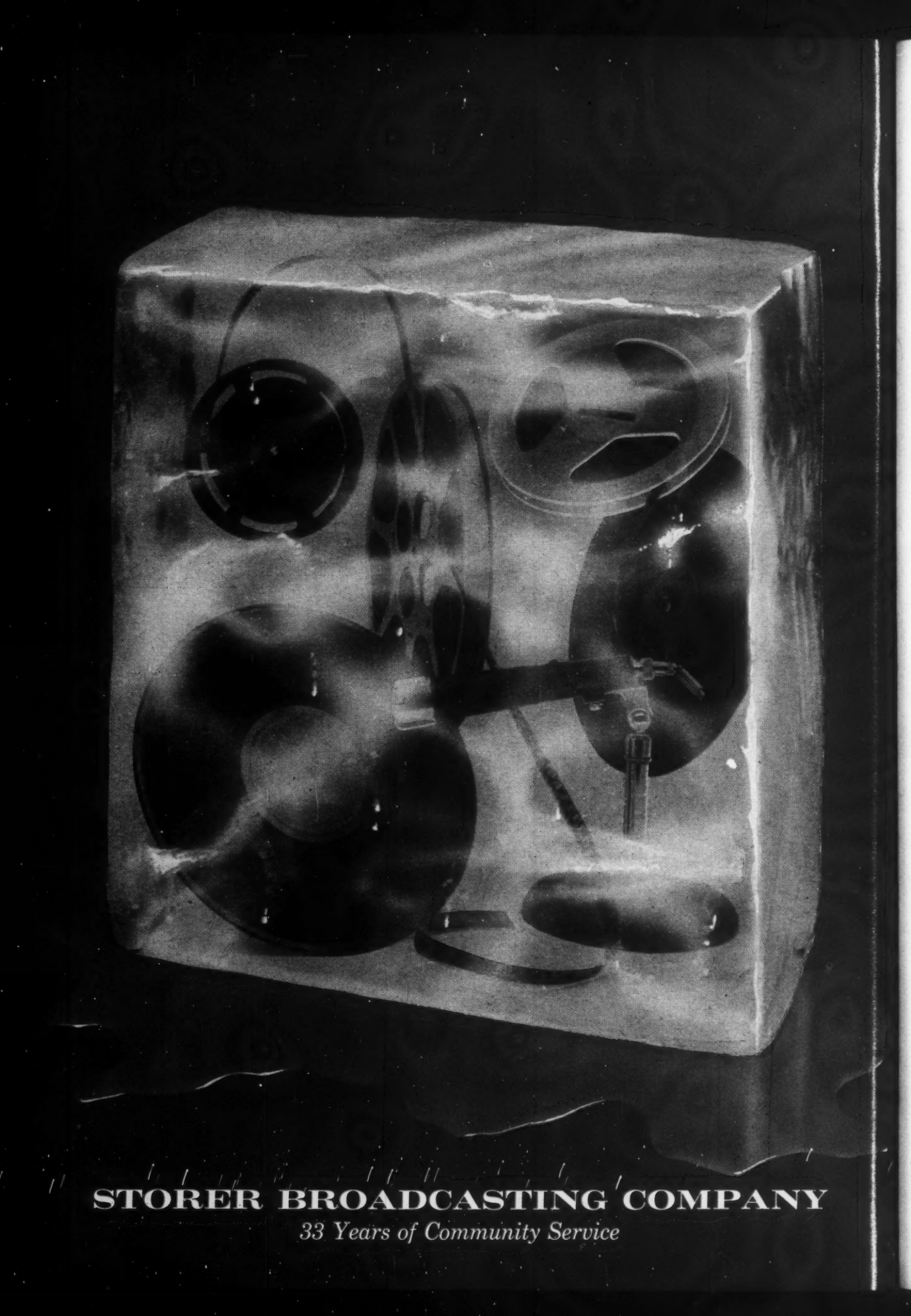
HOW TO PLAY

'Take TAE and See'

It's simple. It's fun. Ask your Katz man for your free "Blindfold Kit," complete with blindfold, pen, comparative "homes reached" and rates of the three Pittsburgh TV stations. Then follow simple instructions and let your secretary prove to you—blindfolded—that in Pittsburgh, you'll reach more homes per dollar during peak viewing hours when you take TAE.

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

ABC TELEVISION
REPRESENTED BY
THE KATZ AGENCY


STORER BROADCASTING COMPANY
33 Years of Community Service

WHEN DO YOU FREEZE A FORMAT?

The answer is very simple — never!

At least, in 33 years, we have never quite been able to manage it.

Public preference changes too fast and so do each community's needs. That is why every Storer station is locally oriented to the particular community it serves.

Only by knowing community problems from day to day have we been able to help solve them. Only through constant check on listener and viewer preferences have we been able to build loyal, responsive audiences.

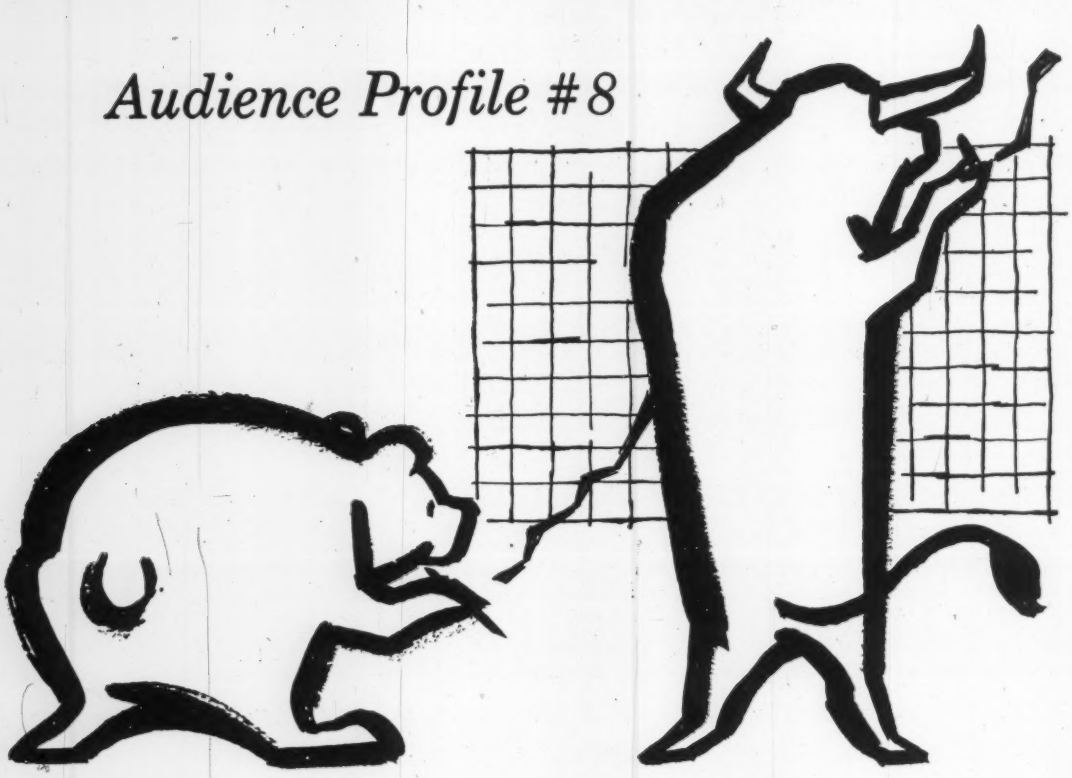
Keeping the public informed and entertained, and working for a better community is a day-to-day, often an hour-to-hour, even minute-to-minute job.

We've never found a way to format community service. It's too big...too fluid...too much of a responsibility to be frozen — even for one day.

Radio	*Television*
CLEVELAND—WJW	
TOLEDO—WSPD	**DETROIT**—WJBK-TV
WHEELING—WWVA	**CLEVELAND**—WJW-TV
MIAMI—WGBS	**MILWAUKEE**—WITI-TV
LOS ANGELES—KGBS	**ATLANTA**—WAGA-TV
DETROIT—WJBK	**TOLEDO**—WSPD-TV
PHILADELPHIA—WIBG	

NATIONAL SALES OFFICES: 625 Madison Ave., N.Y. 22, PLaza 1-3940 / 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Audience Profile #8



128,654 WWDC homeowners own stocks or bonds...33.6% above the total sample Washington, D.C. average.* A sizable market in which to make *your* investment!

**PULSE Audience Image Study—July, 1959*

WWDC Radio

. . . the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

July 4, 1960
Vol. 59 No. 1

AN EVOLUTION IN STAR CONTRACTS

■ 30-year deals a la Berle, Gleason now passe at tv networks

■ High taxes, increased competition dictate new ground rules

The network practice of committing big money, for long terms, to lock up a "stable" of stars is going out of style.

Economics have caught up with the type of deal that made a Milton Berle synonymous with NBC, or an Arthur Godfrey with CBS. There are still some long-term contracts left, but they're a vanishing breed.

The new condition is evident in current programming. The big star is a sometime thing. The steady work goes to performers who carry the bread-and-butter programming that now constitutes television's regular schedules.

It's not that television has lost its luster. But such mundane matters as high taxes, sharper competition among networks (and sharper cost accounting within each network), a fickle public, star corporations, the emergence of film programming and of the outside production house have dictated a new set of negotiation ground rules. Among them:

- You can't buy anybody with money alone.
- Don't talk to the star; talk to his tax counsel.
- Don't buy anyone you're not sure you can use.
- Whatever the length of contract, keep the options short.

Name talent, of course, has been and continues to be essential in television. But the ways of getting these names on the air have changed. For series stars, the current trend is to contracts from three to seven years, with options to cancel at least annually (and sometimes after only 13 or 26 weeks). The "show stopper" today is signed simply for three, six or eight appearances.

More often than not, stars come into television under contract not to networks but to outside producers (the Four Stars, Zivs, MCAs, etc.). And one of the biggest "holdouts" to come to television—Danny Kaye—won't be under contract to either. He signed directly with an advertiser, General Motors.

Double Deal ■ The star who does come in under network contract often has two deals under his arm—a personal appearance contract and a production contract. The personal appearance pact says He'll appear on the network in shows produced by a production company in which he has an interest (Perry Como on NBC, Ed Sullivan on CBS, Pat Boone on ABC, for example).

The firm, long-term contracts developed when television was trying to build up the excitement that would build audiences. The logical course was to follow the one laid down by the movies and radio. Networks are secretive about financial terms of their deals, but the Celler Committee hearings in 1956 disclosed some of this information.

For example, one CBS contract for 10 years required the artist to work for only five years at a minimum guarantee of $300,000 annually; in addition, he was to receive $100,000 annually for the next five years without any service to CBS but was prohibited from appearing on any other network. Another CBS contract contained similar provisions, with seven years of active service at $176,000 a year followed by a 13-year restricted period

Uncle Miltie's story

In television's early days, Tuesday night at 8 was the magic hour. That was when "Mr. Television"—alias Milton Berle—held forth for an hour on the *Texaco Star Theatre* on NBC-TV. It was tv's highest rated program.

'UNCLE MILTIE'
Tv's new pinboy

Remembering the radio talent raids of the late 1940s when NBC lost valuable properties to CBS (Jack Benny, Amos 'n' Andy, Edgar Bergen) on capital gains deals, NBC-TV negotiated the first of the long term tv talent deals with "Uncle Miltie" in 1951. The network was assured of the exclusive services of Mr. Berle for a 30-year period, and "Mr. Tv" was assured of an annual salary for the same period.

A year or two later, the *Texaco Star Theatre* was a victim of skidding ratings and Milton Berle was without a show of his own. Since then, he has made few guest appearances, but continues to receive his NBC-TV paychecks.

Next season, he'll be back on NBC-TV with bowlers instead of jugglers for straightmen as he acts as m.c. for the *Jackpot Bowling* series.

Mr. Berle's plight has not been unique. He's had plenty of company —Jimmy Durante, Martha Raye, Sid Ceasar, Jackie Gleason, Arthur Godfrey and others.

Today the trend is to short-term contracts (3-5 years) and profit participation by the stars. The change has been influenced by sharper competition between the networks and the increased role of the outside production firms.

at $100,000 per year. An NBC contract specified a five-year active period with a minimum guarantee of $176,000 a year and a 10-year exclusive period during which the artist was to make isolated guest appearances on NBC for $50,000 per year. (None of the talent in these deals was identified in the Celler Committee information.)

By hindsight, it can be argued that the networks were burned by having to pay guarantees to stars whose popularity waned before their contracts expired. The two networks most intimately concerned—CBS and NBC—resist this conclusion, saying that although the deals may not look so good now, they served their purpose at the time.

Who Had the Deals ■ The granddaddy of the tv contracts—after the radio talent raids of the late 1940s—was signed between NBC and Milton Berle in his "Mr. Television" days. It called for a firm guarantee for 30 years (from 1951). He has made only guest appearances in the past several seasons, but will have a regular series (*Jackpot Bowling*) this fall.

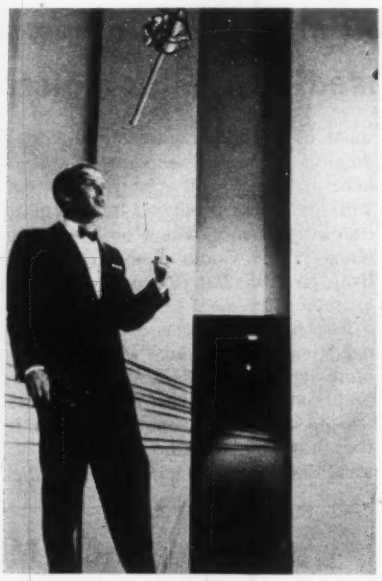
Reading down from Mr. Berle, NBC's long-term contracts included Eddie Fisher, Jimmy Durante and Martha Raye (15-19 years); Sid Caesar, Perry Como, Dave Garroway, Jack Webb, Paul Gilbert and Dr. Frances Horwich (10-14 years); and Phil Harris and Jack Paar (over five years). The Fisher, Horwich and Caesar contracts have been dissolved "by mutual consent."

At CBS the long-terms included Edward R. Murrow, Ed Sullivan and Jackie Gleason (15-20 years); Arthur Godfrey, Garry Moore, Lucille Ball and Desi Arnaz (10-15 years); and Keefe Braselle, James Arness and Phil Silvers (over five years).

How It Started ■ It was traditional among radio networks in that medium's heyday to sign talent on a long-range basis. When government action in 1940 forced CBS and NBC to disband their artists bureaus, they resorted to the long-term arrangement to assure continuity of programming. In the early days of tv, networks supplied a high percentage of their own programming, produced within their own organizations. The percentage of house-created shows has dwindled as film producers and other organizations have flourished.

CBS and NBC signed up talent "right and left," as one agent put, during those early days. He said the panic button was pushed when Jack Benny deserted NBC for CBS in 1947 and was followed by Amos 'n' Andy and Edgar Bergen. Both networks then stocked up their talent arsenal, but then ran into the problem of finding the programs to keep their new properties busy.

The rise of ABC-TV in recent years has prompted both NBC and CBS to keep a sharper eye on expenses and to re-evaluate their programming approach. A former NBC executive noted that in former years a name could be kept on the payroll for occasional appearances and the network felt he paid it back in "prestige, star value and excitement." But no longer. As an ABC official puts it:



SHORT-TERMER SINATRA
ABC-TV contracts run three years

"Just figure it out. A tv network rarely makes more than 5% on its gross. If you guarantee a performer $100,000 a year, and then can't put him to work, it means you must sell $2 million worth of business just to pay him his salary."

Outside Sources ■ The growth in film programming and increased activity by independent producers (Talent Assoc., Robert Saudek Assoc., Hubbell Robinson Productions, Henry Jaffe Enterprises and others) have reduced sharply the number of network-produced shows. Film companies traditionally have operated under a contract structure binding a star to the studio for periods from one to seven years, *but* with options exercisable by the producer. The outside producer, too, shuns the long-termer.

Taxes have persuaded many stars that money in hand isn't everything. They will seek, instead, an investment in a series or a combination of money plus an interest in a tv project in which they will not appear. (Bing Crosby's deal with ABC was on this basis.) Another gambit is to waive money for an appearance on one or more tv specials and ask the network or producer to finance in whole or in part a pilot film of a series in which the star has a financial interest.

Where Now ■ It is probable there will be a few long-timers around for some time to come, particularly at NBC-TV and CBS-TV, which still program personality-variety shows, though their number will decrease as current pacts expire. ABC-TV may add a few long-termers, but its pacts rarely run for more than three years, and in recent years, only Pat Boone, John Daly, Bing Crosby and Frank Sinatra have had such arrangements.

A CBS-TV official is not convinced that the long-term contracts are destined for oblivion. He agreed that in recent years the network has not signed such contracts, but he added:

"But where are the top names that we could sign? Where are the new Berles and Godfreys and Durantes? If they should develop, we'll sign them up. But, of course, there has to be a need. We have to make pretty certain they are saleable."

NBC-TV and ABC-TV executives active in negotiating with talent were more pointed about the on-the-way-out direction of long-term pacts. They believe that these agreements no longer conform to changing patterns of the industry, and an NBC-TV official elaborates in this way:

"It comes as no surprise to those of us who have had Hollywood experience. Twenty years ago, the major film studios had their stables of stars, many under long-life term deals. But the economics of the business today are such that this enormous overhead cannot be sustained.

"We've seen the growth of the independent producer, who went out and signed a star for one or two pictures. And in recent years we have had the star setting up his own company, like Bill Holden and Kirk Douglas. Television is following the same pattern."

Networks regard the short-term trend as one that can upgrade quality and bring some of the "holdout" attractions of the entertainment field into tv. A vital consideration, officials say, is not money but an appropriate property—a vehicle the star always yearned to do.

"For instance," an NBC-TV talent official recounted, "Ingrid Bergman always wanted to do *The Turn of the Screw*. The producer knew this and landed Miss Bergman. Probably nothing else could have moved her."

Programming and talent executives know it will involve considerable persuasion, but they hope to evolve a formula that will attract into tv, at least on an occasional basis, such marquee names as Clark Gable, William Holden, Jack Lemmon, Doris Day, Marilyn Monroe, Mary Martin, and others who are still "holdouts."

TV EFFECTIVE IN SELLING AUTOS

NBC study shows how medium promotes sale of new models

Tv is doing its part to get the small car on the road, racking up a 64% media preference among dealers in NBC's fifth annual automotive study. Prospective buyers like television, too, the findings show.

Dr. Thomas E. Coffin, NBC's research chief, is giving automotive groups an insight into their market and distributorships, in addition to media findings based on network research.

The 1960 study, titled "Prospectivity," divides buyers into "declared prospects" and "undeclared prospects," each accounting for roughly half of car sales. Both groups spend more time with television than combined reading or magazines and newspapers (the only compared media), the study shows.

In tests before and after car introductions, tv impressions crescendo with both kinds of shopper. In the early phase, declared prospects voted 48% for tv, 26% for magazines and 20% for newspapers and the undeclared 52% tv, 25% magazines and 17% newspapers. Their answers five weeks after introduction: 59% of declared prospects said tv stands out most strongly, 26% magazines, 19% newspapers; undeclared prospects, 70% tv, 19% magazines, 11% newspapers.

As to the new compact cars, the survey showed these results when dealers selling compacts were asked what kind of advertising had been most effective in their sales—tv 64% of dealers, newspapers 41%, magazines 24%.

The Big Game ■ The dramatic receptivity of undeclared shoppers to television suggests the role of the auto manufacturer, Dr. Coffin pointed out, referring to the 1959 "Auto Motives" study that showed non-prospects account for 51% of all sales.

Besides comprehensive treatment of the small-car market, the primary part of the study executed for NBC by R.H. Bruskin Assoc., "Prospectivity" also measured effectiveness of introductory advertising last fall and dipped into color tv's effectiveness for automobiles, this part carried out by Trendex Inc.

Checking tv's effectiveness for specific NBC advertisers, "Prospectivity" reports more viewers than non-viewers of NBC auto-sponsored shows have shopped for the advertised make. In general, viewers think more of this make, are more aware of slogans, more interested in the sponsor's compact model, are more likely to come to the showroom and more plan to buy the sponsor's car, it was found.

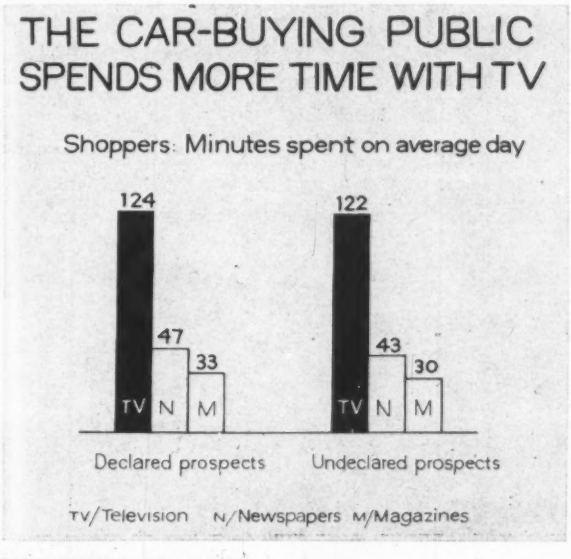
Three-Show Investment ■ A multiple-show sponsor stacks the cards in his favor, NBC showed by a series of questions keyed to the three Ford shows, *Wagon Train, The Ford Show* and *Ford Startime*. Compared with those who saw none of these, 2½ times as many people who viewed all three rated Ford as "one of the best" cars and more than twice as many said they will "most likely buy" Ford. Other questions showed enhanced opinion of the sponsor, knowledge of slogans, likelihood of shopping, buying interest and purchase potential.

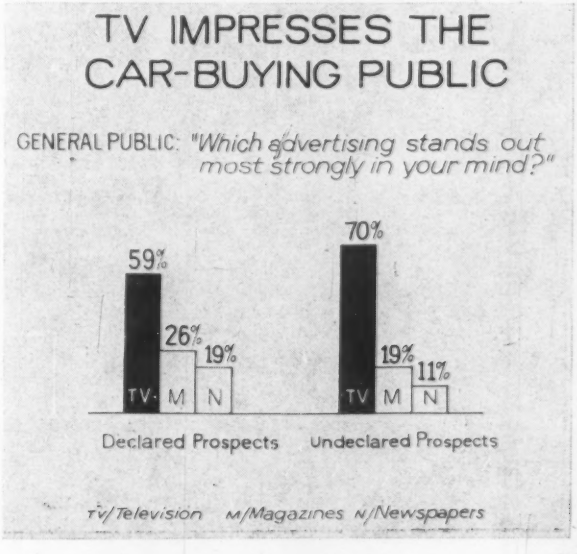
To test introductory advertising, "Prospectivity" uses 44 measures covering awareness, knowledge and attitudes toward five makes of car. After watching one auto-sponsored show, viewers gained 59% in knowledge of the car's features. Interest in the car went from 36.4% before the program to 60.2% after and viewers who said they liked the car jumped 63%.

Auto color programs had a larger share of audience and higher rating in color homes. Homes with color sets provide a select auto market, owning more cars, buying more new ones and having more recent models than their neighbors, the study showed.

Asked what kind of advertising gave the best idea of the new cars and presented them in the most natural and lifelike manner, color tv won over color magazine ads five-to-one. Color newspapers were not compared.

The Bruskin survey, conducted in February, is based on 13,047 interviews—662 with automobile dealers, 2,490 with shoppers in the showrooms, 5,876 with the general public and 4,019 additional general public interviews conducted by Trendex for the color phase. "Prospectivity" covered 122 counties in 40 states, including 18 domestic auto makes in addition to imports. Marvin W. Aiman, NBC manager of research projects, supervised the job.





COMPETITION IS BEST REGULATOR

Censorship and controls are unnecessary, AAW meet is told

Competitive forces act as a disciplinary power in advertising, with self-regulation obviating any need for advertising censorship or control, James A. Farley, board chairman of Coca-Cola Export Corp. told the Advertising Assn. of the West convention, held June 26-30 in Mexico City.

"There is no governmental body whose wisdom could be as great or whose discipline could be as harsh as that of the open competitive market," he said in challenging the place of government in advertising. "I know of no field that needs regulation less or has disciplined itself more," he added.

"The permanent manufacturer who represents 98% of the products we live by has long since learned that truth and honesty in advertising are the only policy that enable him permanently to live with his public."

Some 400 AAW members and guests were welcomed in Mexico City by Everado Camacho, president, Assn. Mexicana de Agencias de Publicidad, and AAW President Richard E. Ryan, general manager of KLOK San Jose, Calif.

Elections ■ Donald Ostensoe, AAW senior vice president, was elected president for 1960-61. He heads his own public relations firm in Portland, Ore. Other officers elected were: Gordon Rowntree, James Lovick & Co. Ltd., Vancouver, B.C., senior vice president; Florence Zimmer, First Federal Savings & Loan, Phoenix, vice president at large; Harry L. Bright, Pacific Telephone & Telegraph Co., San Francisco, secretary; Robert L. Hemmings, Smith & Hemmings, Los Angeles, treasurer.

Winners in AAWs all-western advertising crafts competition were announced by William P. Dumont, chairman of the awards committee (see tv-radio winners below). Among campaigns selected for display at the convention were station promotion campaigns for KRLA Los Angeles, produced by Eisaman, John & Laws, that city, and for KABC-TV Los Angeles, produced by Jack Brembeck, station promotion-publicity director.

Speaking on the responsibilities of media in helping to restore the public's trust in advertising, Felix S. Coste, president, Outdoor Advertising Inc., had this to say about television: "Television is a potent selling medium. Let's acknowledge that. Also the audience has a selection which by logic—if not in practice—should enable listeners to weed out undesirable programs just as the tv people say they can.

"But in tuning out one program,

AAW's winners

TELEVISION

60-Second Spots

First Prize—Calo Pet Food Co., Oakland; "Tired Dog"; Clayton Kentnor, adv. mgr.; Foote, Cone & Belding, San Francisco; Cascade Pictures, Hollywood, producer.

Second Prize—Tidy House Products Co.; "Hold the Bottle Higher"; Sam Zaiss, adv. mgr.; Guild, Bascom & Bonfigli, San Francisco; La Brea Productions, Hollywood, producer.

Third Prize—Hills Bros. Coffee, San Francisco; "Skiing"; T. Carroll Wilson, adv. mgr.; N. W. Ayer & Son, San Francisco; Vic England, Hollywood, producer

Honorable Mentions—Crown Zellerbach Corp., San Francisco, for "Sneezing Flowers" through Cunningham & Walsh, San Francisco; Sunkist Growers, Products Dept., Los Angeles, for "Sunkist Fruit Punch" through Foote, Cone & Belding, Los Angeles; Seven-Up Co., "Wedding," through J. Walter Thompson Co.

20-Second Spots

First Prize—Burgermeister Brewing Corp., San Francisco; "Long List"; Les Mullins, adv. mgr.; BBDO, San Francisco; Playhouse Pictures, Hollywood, producer.

Second Prize—Ford Dealers of Southern California; "Just the Commercial"; J. Walter Thompson Co., Los Angeles; Playhouse Pictures, producer.

Third Prize—U.S. Navy Dept. (Bureau of Navy Personnel); "Cat and Dog"; Playhouse Pictures, Hollywood, producer.

Honorable Mentions—Olympia Brewing Co., Olympia, Wash., for "Skiing," through Botsford, Constantine & Gardner, Seattle; Burgermeister Brewing Corp., San Francisco, for "Carried Away," through BBDO San Francisco; Tidy House Products Co., for "Pie Throwing" through MPO Productions.

IDs

First Prize—Burgermeister Brewing Corp., San Francisco; "More Than Most"; Les Mullens, adv. mgr.; BBDO San Francisco; Playhouse Pictures, Hollywood, producer.

Second Prize—Western Airlines, San Francisco; "V.I.B. Spanish Dancer"; Bert D. Lynn, adv. mgr.; BBDO Los Angeles; Quartet Films, Los Angeles, producer.

Third Prize—J. A. Folger & Co., San Francisco; "Bean"; Peter Folger, adv. mgr., exec. v.p.; Fletcher Richards, Calkins & Holden, San Francisco; Format Films, Burbank, producer.

Honorable Mentions—Western Airlines, Los Angeles, for "B.I.B. Electra" through BBDO Los Angels; Burgermeister Brewing Corp., San Francisco, for "Refreshible," through BBDO San Francisco; Western Airlines for "V.I.B. Fan."

Program Commercials

First Prize—Kaiser Steel Corp., Oakland; Hank Hance, adv. mgr.; "Baby Food Can" Young & Rubicam, San Francisco; UPA Pictures, Inc., Hollywood, producer.

Second Prize—Shamrock Oil & Gas Corp.; "Little Boy"; McCormick Advertising Co., Amarillo, Tex.; Alexander Film Co., Colorado Springs, producer.

Third Prize—Standard Oil Co. of Calif., San Francisco; "Kid in Car"; M. A. Mattas, adv. mgr.; BBDO San Francisco; American Television Enterprises, Hollywood, producer.

Honorable Mentions—Olympia Brewing Co., Olympia, Wash., for "Rogue River," through Botsford, Constantine & Gardner, Seattle; Kaiser Steel Corp., Oakland, for "Steelmark," through Young & Rubicam, San Francisco; Pacific Gas & Electric Co., San Francisco, for "Snow Gauging," through BBDO San Francisco.

Color Tv

Winner—Carnation Co., Los Angeles; "Half the Fat Calories"; Ervin Wasey, Ruthrauff & Ryan, Los Angeles; Playhouse Pictures, Hollywood, producer.

Radio

First Prize—Qantas Empire Airways; 10 p.m. spot; Jack Kelso, adv. mgr.; Cunningham & Walsh, San Francisco, agency-producer.

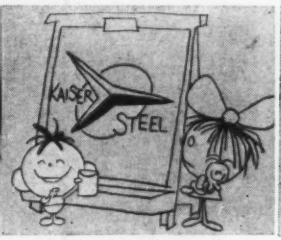
Second Prize—Butternut Foods Co. Omaha, Neb.; "Angry Generation"; Robert D. Cords, adv. mgr.; D'Arcy Adv. Agency; Freberg Ltd., Hollywood, producer.

Third Prize—Bank of America, San Francisco; "Conveniences"; Charles R. Stuart, adv. mgr.; Johnson & Lewis, San Francisco; Alan Alch Productions, Hollywood, producer.

Honorable Mentions—Bank of America, San Francisco, for "Bankamericard" through Johnson & Lewis, San Francisco; Culligan Soft Water Service Operators, Los Angeles, for "I Love You," through Dallas Williams & Sons, Los Angeles; Fisher Brewing Co., Salt Lake City, for "F-60-6, What Goes Here, Fisher Beer," through Gillham Adv. Agency; Salt Lake City; E & J Gallo Winery, Modesto, Calif., for "Ripple—Ring-A-Ding Flavor," through BBDO, San Francisco; KNX-CBS Radio, Hollywood, for "Full Range of Radio, A to Z"; Union Oil Co. of California, Los Angeles, for "The Sign of the Finest" through Young & Rubicam, Los Angeles.

CALO

BURGERMEISTER



KAISER STEEL

CARNATION

Convention

EVERYTHING FOR NEWS FOR THE AIR

From Los Angeles and Chicago, UPI will deliver the only complete spot news coverage for broadcast:

- **News** by teletype
- **Newspictures** by Telephoto and Unifax
- **Newsfilm** via daily leased video circuit
- **Newstapes** via beeper-phone feeds

More than 50 UPI broadcast news specialists —script writers, photographers, cameramen, editors, technicians—will be on hand at both conventions to provide this full-dimensional reporting.

United Press International

UPI NEWS PRODUCES

A stereo commercial

What is probably the wrold's first stereophonic spectacular one-minute commercial—and quite possibly the last as well—occurred last Monday (June 27) at 8:45 a.m. in Hollywood.

Heralded by a full page ad in the Sunday *Los Angeles Times*, the spot was a commercial for king size Coca-Cola, recorded in stereo and broadcast simultaneously by two am radio stations—KNX and KMPC. (Choice of these two stations added to the jest: KMPC's Dick Whittinghill and KNX's Bob Crane are vigorous competitors for the morning radio audience.)

Instructing the reader to arrange two radios "tonight" with a footnote reading "You *say* you'll do it in the morning, but *will* you?", the *Times* ad urged listening to the Freedle Family Singers in stereo, stating that "This spectacle will positively not be repeated." A second note cautioned "Immediately following we advise you to turn off one or the other, as a terrible garble will ensue otherwise."

The special one-time one-minute stereo broadcast and the newspaper ad were created by Freberg Ltd. in cooperation with Murphy Assoc., agency for Coca-Cola Bottling Co. of Los Angeles.

what is the choice? Often it is another of the same type and quality. People who anticipate an evening of entertainment or diversion, and settle hopefully down to it, are committed. They will suffer a mediocre book rather than no book at all. And they will accept less, often far less than they want on tv, simply because that seems to be all there is."

Corvair commercial wins festival award

The grand prize for tv commercials in the International Advertising Film Festival, held in Venice, Italy, last month, was won by Alexander Film Co., Colorado Springs, for a Corvair commercial featuring Olympic skiers. The Venice Cup, offered by that city to the producer obtaining the highest average of marks for not less than six films entered, was awarded to Playhouse Pictures Ltd., Hollywood. Great Britain took first prize in two tv commercial categories and four second prizes; France was awarded two second prizes and the United States swept all others.

The winning U.S. tv commercials were:

GRAND PRIZE: Aspen Chevrolet, entered by Alexander Film Co.; Campbell Ewald, agency; Bob Woodburn, director; Corvair, sponsor.

FIRST PRIZE (live action from 15-45 seconds): Hamlet, entered by Doyle Dane Bernbach, same agency; Farkas Films, producer; Peter Glushanok, director; West End Brewing Co., sponsor for Utica Club Beer.

SECOND PRIZE (live action from 15-45 seconds): Speeding Ticket, entered by Doyle Dane Bernbach, same agency; Farkas Films, producer; Peter Glushanok, director; West End Brewing Co., sponsor for Utica Club Beer.

FIRST PRIZE (live action over 45 seconds): Men and the Car, entered by Alexander Film Co., same producer; Grant Adv. agency; Bob Woodburn, director; Dodge Div., Chrysler Corp., sponsor.

SECOND PRIZE (live action over 45 seconds): Buick Prestige, entered by McCann-Erickson, same agency; Warner Bros., producer; John Franck-William R. Duffy, directors; Buick Div., General Motors, sponsor.

FIRST PRIZE (cartoon over 45 seconds): Calypso, entered by McCann-Erickson, same agency; Robert Lawrence Animation, producer; W. Workman, F. Broadhurst, Mal Whittman, directors; The Nestle Co., sponsor, for Decaf Instant Coffee.

FIRST PRIZE (animation from 15-45 seconds): Just the Commercial, entered by Playhouse Pictures, same producer; J. Walter Thompson, agency; Chris Jenkyns, Sterling Sturtevant, directors; Ford Dealers of Southern California, sponsor.

FIRST PRIZE (animation over 45 seconds): Packaging 8, entered by D'Arcy Adv., same agency; Playhouse Pictures, Saul Bass, producers; Bill Melendez, director; Olin Mathieson Chemical Corp., sponsor.

FIRST PRIZE (series animation over 15 seconds): Mallet, Statue, Medal, entered by Playhouse Pictures, producer with Freberg Ltd.; Young & Rubicam, agency; B. Melendez, S. Freberg, C. Jenkyns and A. Barzman, directors; Kaiser Aluminum & Chemical Corp., sponsor, for Kaiser Foil.

Citrus budget pends

Decision on the use of broadcast media by Florida Citrus Commission will come next September. In the fiscal year ended June 30 the commission spent only an estimated $400,000 out of a $7 million budget for broadcast media (nine minutes of CBS-TV's *What's My Line?"*).

Benton & Bowles, New York, the commission's agency, said a main budget presentation will be made in September at which time media decisions will be made. The seasonal citrus crop assessment on growers determines the budget. This summer, the commission will use print only.

Simoniz' N.Y. move makes D-F-S shine

Dancer-Fitzgerald-Sample inherited the $5 million Simoniz consumer advertising account last week as the business moved from Chicago to New York.

Announcement of the appointment was made Thursday by Chester G. Gifford, newly-elected president of the Chicago-based company. He reported that Buchen Co. will continue to handle the commercial division products, estimated to run about $500,000 in billings. Both Mr. Gifford and Paul Greenfield, Simoniz marketing director, acknowledged they had analyzed several agency presentations and felt D-F-S "would best be able to meet Simoniz' specific advertising needs." Leo Burnett Co., Edward H. Weiss & Co. and Clinton E. Frank were among the top contenders for the account, which leaves Young & Rubicam effective Sept. 1.

A Simoniz spokesman told BROADCASTING the account would be handled 100% out of D-F-S' New York office, with the agency's Chicago branch involved only in servicing needs. About half of the client's billings are in broadcast media.

Spot radio sales up in 1960 first quarter

National advertisers maintained and slightly increased their 1959 rate of spending in spot radio in the first quarter of 1960, Station Representatives Assn. reported last week.

SRA said estimates compiled for it by Price, Waterhouse & Co., independent accounting firm, placed first-quarter spot radio expenditures at approximately $40,008,000 as compared with $39,990,000 in the same period a year ago.

Lawrence Webb, managing director of SRA, also expressed the belief that second-quarter figures would show further gains to put the total for the first half of 1960 clearly ahead of last year's first six months.

The first-quarter estimates are subject to revision upon release of FCC's official 1959 figures later this year.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 23-29 as rated by the multi-city Arbitron Instant ratings of America Research Bureau.

Date	Program and Time	Network	Rating
Thur., June 23	Untouchables (9:30 p.m.)	ABC-TV	27.4
Fri., June 24	77 Sunset Strip (9 p.m.)	ABC-TV	19.7
Sat., June 25	Gunsmoke (10 p.m.)	CBS-TV	24.3
Sun., June 26	What's My Line (10:30 p.m.)	CBS-TV	19.7
Mon., June 27	Coke Time (9:30 p.m.)	ABC-TV	22.8
Tue., June 28	Garry Moore (10 p.m.)	CBS-TV	19.0
Wed., June 29	Wednesday Night Fight (10 p.m.)	ABC-TV	23.3

Copyright 1960 American Research Bureau

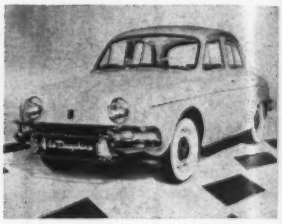
Fifteen network feeds by WSOC-TV within a recent 12-weeks period speaks for the stature of this station's news staff. Ivy Bluff prison break, drama in the snow, Bolivia plane crash, mass sit-down arrests... wherever news breaks in the Carolinas, WSOC-TV is there! Here's another reason why your best buy in Charlotte is WSOC-TV... one of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

OUT OF MANY, SOME



Three days and 1,400 pictures later, Producer Paul Belanger of Kudner Adv., New York, had the 140 stills he needed to make nine commercials for the Renault Dauphine. The results of his labor, and that of Hollywood photographer John Engstead, covered most of a room before the winnowing-down process began. (At left, Mr. Belanger shows one of his choices to Mel Kane of Pacific Title & Art Co., Hollywood, whose company serviced the commercials.)

The chosen 140 were turned over to the tv commercials division of Columbia Pictures, which used the "visual squeeze" technique to give a sense of animation to the commercial. The still portions were integrated with conventional action sequences in the finished series.

The six shots at top are from one of the nine commercials. It relates in a humorous vein how the Renault Dauphine is just the thing for the woman who likes to "drench" herself in diamonds, furs and beautiful growns, and then concludes with a pitch to the man of the house, who's told that "every woman loves the husband who keeps her in the height of style in . . . the stylish Renault Dauphine."

B&H'S HANDS-OFF POLICY

Advertiser thrives on controversy shows

Who speaks for network control of tv programming? One of the most influential voices in client circles is Bell & Howell, Chicago-based photographic supplies firm. In fact, its contract with ABC-TV for continuing public service projects in prime time makes express provision for no sponsor control.

And last week, as a matter of idle curiosity, Bell & Howell's agency, McCann-Erickson, Chicago, combed its files for all available trade reports in connection with the sponsor control issue, frequently raised by newspaper tv critics. There's evidence that networks will maintain a tighter rein on programming this fall (BROADCASTING, May 16).

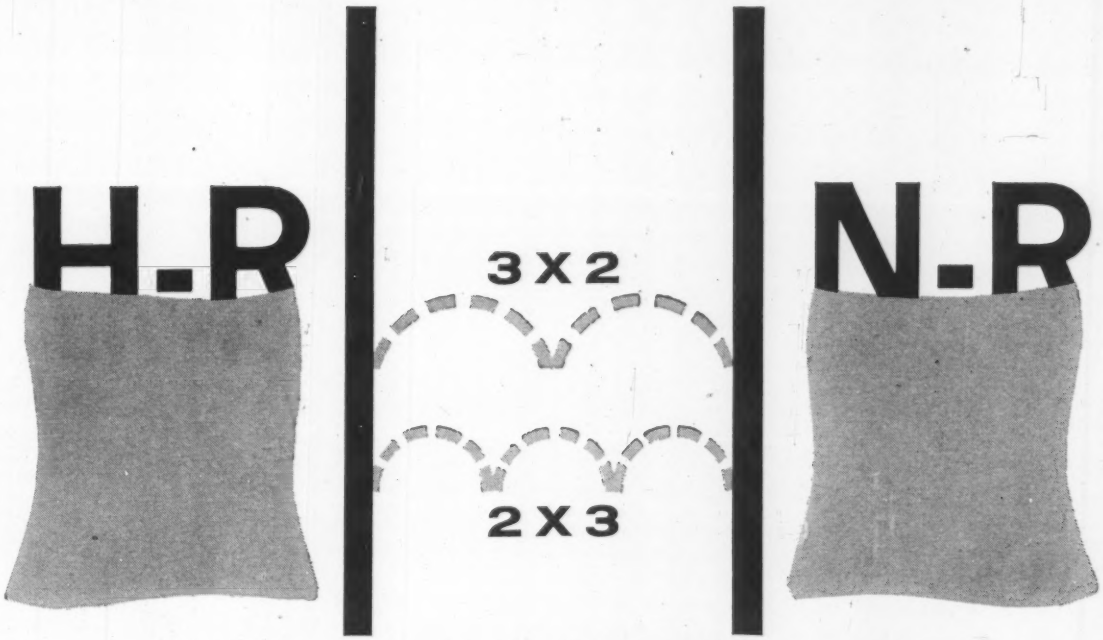
Simultaneously, B&H released reactions June 25 from nearly 500 letters to its May 27 controversial documentary on *CBS Reports*', "Who Speaks for the South?" All were unsolicited and the majority were "enthusiastic," according to Carl G. Schreyer, B&H marketing vice president.

Despite threats of boycotts, loss of dealerships, decreased sales and consumer resentment, client and network received only 14 "unfavorable" letters and "none of these predictions materialized," he reported. Most of them lauded Bell & Howell for significant public service in prime time hours, with letters continuing to pour in from throughout the country a month after the telecast.

"The mail indicates the company has apparently gained new friends who have written to thank us and pledge support of our products," Mr. Schreyer stated. "We are delighted at this evidence that our faith and confidence in the American television audience have been vindicated."

Equally important, he stressed, "there is no indication of a consumer or a dealer boycott." Sales of B&H's photographic products in June are running ahead of the same month last year, he added, showing the same trend in both the South and North. A good deal of favorable reaction to the program itself also came from the South and many letters indicated a closer understanding of the geographical viewpoints involved.

Many of the letters specifically mention the company's products. Some writers expressed pride in the equipment they own and others stated their intentions of buying B&H photographic products.



BOUNDERS IN SACK SUITS

It's station rep day at the Annual Time Buyers Outing. By a series of eliminations, our man from H-R and another from Nameless Reps, Inc., have achieved the finals of the sack race (not to be confused with Bag Holding, which is another puzzle entirely). They are to race to a point one hundred feet distant, and return.

Clockers have 'em cased, from preliminary heats, as a 3x2 one-gaiter up against a 2x3 one-gaiter. (One covers three feet per bound and makes two bounds while the other, covering two feet per bound, makes three bounds. Neither can change his length of bound.) Both are adroit enough to negotiate the turn without loss of time.

The prize, twelve unbreakable appointments with twelve time buyers of twelve agencies of his choice, is won by the H-R man. Was he the 3x2er or the 2x3er?

You too can be a winner. Each correct solution wins a fresh copy of Dudeney's "Amusements in Mathematics," published by Dover Publications, Inc., N. Y. C.

wmal-tv

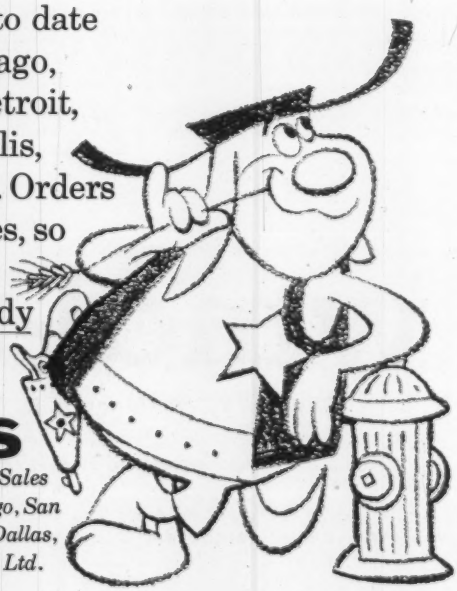
abc

Channel 7, Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D.C.; WSVA-TV and WSVA, Harrisonburg, Va.

Deputy Dawg is red hot!
In just 4 weeks his syndicated series has sold in close to 60 markets. Regionally, Lay's Potato Chips has snapped up Deputy Dawg (26 half-hours of Terrytoons-created delight) in 45 markets throughout Florida, Alabama, Louisiana, the Carolinas, Kentucky, Georgia, Indiana, Mississippi, Virginia, West Virginia, Tennessee. Local sales to date include New York, Chicago, Boston, Los Angeles, Detroit, Philadelphia, Minneapolis, South Bend and Peoria. Orders are burning up the wires, so call us fast! Because, as we said before, everybody will love Deputy Dawg.



CBS FILMS

"...the best film programs for all stations." Sales offices in New York, Los Angeles, Chicago, San Francisco, St. Louis, Detroit, Atlanta, Dallas, Boston. And in Canada: S.W. Caldwell Ltd.

GOING LIKE A HOUSE AFIRE!
DEPUTY DAWG

MAY NETWORK GROSS UP 6.8%

Billings hit $55 million, NBC down 1.4%

Advertisers placed more than $283.2 million in network tv gross time billings for the first five months of the year. This represents 8.7% more billing than the $260.5 million grossed in the January-May period of 1959.

In May, ABC-TV climbed nearly 30% (29.5) in billing to reach the $12.8 million level, while NBC-TV showed a slump of 1.4%—dropping in May from $19.6 million in 1959 to $19.3 million in 1960. Together, the networks totaled more than $55.4 million in May, an increase of 6.8% over the same month last year.

CBS-TV showed an appreciable gain for May, compiling a gross time billing of $23.1 million, or a 4% gain, in the figures released today (July 4) by Television Bureau of Advertising.

NETWORK TELEVISION GROSS TIME BILLINGS
Source: LNA-BAR

	MAY			JANUARY-MAY		
	1959	1960	% Change	1959	1960	% Change
ABC-TV	$ 9,946,570	$12,876,050	+29.5	$ 52,492,402	$ 65,001,870	+23.8
CBS-TV	22,298,271	23,197,036	+ 4.0	110,576,419	116,275,396	+ 5.2
NBC-TV	19,674,494	19,396,704	− 1.4	97,496,306	102,015,515	+ 4.6
TOTAL	$51,919,335	$55,469,790	+ 6.8	$260,565,127	$283,292,781	+ 8.7

MONTH BY MONTH—1960

	ABC	CBS	NBC	TOTAL
January	$13,260,010	$23,477,358	$20,980,897	$57,718,265
February	12,677,110	22,977,171	19,923,712	55,577,993
March	13,487,460	24,043,799	21,072,164	58,603,423
April*	12,701,240	22,580,032	20,642,038	55,923,410
May	12,876,050	23,197,036	19,396,704	55,469,790

*April 1960 figures revised as of June 29, 1960
LNA-BAR: Gross Time Costs Only

Business briefly

Time sales

New spin for 'Omnibus' ■ Aluminium Ltd., which was one of the sponsors of *Omnibus* for five seasons on network tv, plans to return the program to NBC-TV in seven hour-long productions under its full sponsorship, starting mid-fall. Negotiations were completed with Robert Saudek & Assoc., creator-producer of the series. The time is not set, but 5-6 p.m. Sundays is being considered. The program will again feature Alistair Cooke as host. In addition to Aluminium's seven, six other *Omnibus* specials are planned by Saudek & Assoc. for sale to other advertisers. J. Walter Thompson, N.Y., is agency for Aluminium.

Convention buy ■ Cowles Magazines Inc., N.Y., is the fifth advertiser to buy into NBC-TV's political convention coverage. The one-sixth buy, made through McCann-Erickson, N.Y., brings to three-quarters the amount of NBC-TV coverage sold.

First of three ■ General Motors Corp., which has signed a contract with Danny Kaye, entitling the firm to his exclusive services on television for three years, (BROADCASTING, Nov. 23, 1959), has bought Sunday, Oct. 30 (8-9 p.m. EST) on CBS-TV, for the first of three GM-Kaye musical comedy specials. Agency: Campbell-Ewald, Detroit.

Summer sales ■ NBC-TV has signed Alberto-Culver Co. for summer runs on *M Squad* (Tue. 10-10:30 p.m. EDT) and *Wichita Town* which returned June 24 with repeats on Fridays, 8:30-9 p.m. Alberto-Culver's agency is Wade Adv., Chicago. The former, completing its third season on NBC-TV, is co-sponsored by American Tobacco (Lawrence C. Gumbinner Adv.)

Astaire again ■ Chrysler Corp., Detroit, will sponsor Fred Astaire in another musical colorcast on NBC-TV next season with date and time to be announced later. Chrysler, in past two years, has sponsored two hour-long telecasts on NBC-TV starring Mr. Astaire. Agency: Leo Burnett Co., Chicago.

Radio smoke signals ■ Riviera, a lightly mentholated, two-piece filter cigarette, is continuing to use substantial radio schedules in several test markets, it was reported last week. The new American Tobacco cigarette, which has been tested since last August, continues with heavy radio spot. Company hasn't revealed how soon the cigarette will be distributed nationally. Sullivan, Stauffer, Colwell & Bayles, N.Y., is the agency.

Heritage assured ■ Equitable Life Assurance Society of the United States, N.Y., renewed *Our American Heritage* series for next season on NBC-TV with the first show to start Oct. 21 (7:30-8:30 p.m.). A second hour-long show in December and a third in January to be followed by four half-hour shows in the spring. Mildred Freed Alberg (Milberg Enterprises Inc.) again will produce the series in collaboration with the editors of *American Heritage* magazine. Agency is Foote, Cone & Belding.

Music documentary ■ Purex Co., sponsor of hour specials on NBC-TV this season, has been signed by the network for a fall *Project 20* special. "Those Ragtime Years," date to be announced. Hoagy Carmichael will narrate and perform in the taped song-dance "chronicle" of American music from 1896 to World War I. Purex' agency: Edward H. Weiss & Co., Chicago.

Lipton to conventions ■ Thomas J. Lipton Co. (tea and soups) has picked up participating sponsorship of NBC-TV's coverage of both the Republican and Democratic conventions. Lipton will also be an NBC-TV sponsor of the election returns in November. Live Lipton commercials will feature Eddie Albert. Advertising agency: Sullivan, Stauffer, Colwell & Bayles Inc.

Another AFL sponsor ■ Pabst Brewing Co. (including Blatz subsidiary), Chicago, buys one-quarter of 17-game American Football League tv schedule on ABC-TV starting Sept. 11 for both Pabst and Blatz products. Agency: Kenyon & Eckhardt, Chicago. Other sponsors are General Cigar Co. and Sinclair Refining Co., with one-fourth still to be sold. Pabst co-sponsored U.S. Olympic track finals July 2 and will co-sponsor PGA golf tournament July 23-24, both over CBS-TV. ABC-TV obtained exclusive five-year AFL rights for an estimated $10,625,000 (BROADCASTING, June 13).

Agency Appointments

■ Remington-Rand Div. of Sperry Rand Corp. (portable typewriters) appoints Compton Adv., N.Y.

■ Shipstads & Johnson Ice Follies appoints Roche, Eckhoff & Assoc., L.A., to add radio and television promotion. The agency has handled newspaper and outdoor advertising and national promotions for the Ice Follies since 1938.

■ KITY (FM) San Antonio, Tex. (formerly KONO-FM): Adam Young Inc. Fm.

■ The House of Nine, a women's apparel chain with Los Angeles headquarters and 33 stores throughout the country appoints Beckman • Koblitz, L.A. House of Nine now employs 21 radio stations in 18 different markets, according to the agency.

■ Six Pepsi-Cola bottling companies (Jersey City, New Brunswick and Teterboro, all New Jersey, New York, Pittsburgh and Detroit) have named BBDO (via New York, Pittsburgh and Detroit offices) as their agency effective Aug. 1, official date also of parent Pepsi-Cola Co's appointment of BBDO.

Now FARGO is No. 1 in the U.S.A., for retail sales per family!

We've been telling you for years that our hayseeds in the fabulous Red River Valley are big earners, big *spenders.*

Now every issue of SRDS points out that Fargo has the TOP position among all American cities, for retail sales per household. *The national average is $3,944 per household . . . as compared to Fargo's whopping $5,970!*

Obviously, some of this buying is done by the thousands of people who drive in to Fargo from "all over." But ALL these people hear WDAY *regularly.* Ask P.G.W. for the facts and figures on WDAY's really amazing place in the entire Red River Valley!

WDAY

FARGO, N. D.

NBC • 5000 WATTS

970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

STATION PROFITS RISE IN 1959

NAB survey shows curve is up for both television and radio

Television stations in general enjoyed the highest profit in four years during 1959. Radio stations, too, showed a nationally improved profit margin last year.

An NAB analysis of typical tv and radio station income and expense for 1959 and the previous year shows tv profit rose from 11.4% in 1958 to 14.3% in 1959. Radio profit rose from 7.2% to 7.7%.

The figures were compiled by the NAB broadcast personnel-economics department, headed by James H. Hulbert. They show increased operating expenses in 1959 for both tv and radio stations.

In breaking down the sales dollar of the typical tv station, NAB found that 44% of income comes from national and regional business; 29% from local and 27% from networks. In the case of the typical radio station, 15% of the sales dollar came from national and regional business and 85% from local. Network income was less than 1% at the typical radio station.

Total revenue at the typical tv station was over $865,300, or up 10% from 1958. Total expense was up 6% to approximately $742,000. Programming costs decreased to 36% of the expense dollar in 1959 compared to 38% in 1958. Technical cost ratio is unchanged and both sales, and general and administrative costs are up 1%.

Salaries Up, Too ■ The wage and salary bill for the typical tv station increased about 6% from its 1958 level but represented 44% of the expense dollar in both years. Film expense was nearly 12% of total tv station expense, the same ratio as in 1958. In 1960, broadcasters estimate an increase in total revenue of the typical station to $924,100, up 6.8%.

NAB's analysis showed revenue of the typical radio station up from $99,200 in 1958 to $104,000 in 1959, with stations estimating an increase of 3.2% to $107,300 in 1960. The four radio expense categories were divided in almost the same manner as in 1958.

Highest profit margin among tv stations was found in the case of outlets in markets of 1 million or more population having over $2 million income. Lowest margins were at stations in markets of less than 25,000 population and those with income under $300,000 where the typical station operated at a substantial loss.

At the typical radio station highest profit margin was noted in markets of 2.5 million or more population having over $750,000 income. Lowest margins were at stations in markets of 100,000-250,000 population and those with incomes under $50,000.

NAB's study of typical or median (middle) stations is based on returns from 1,092 radio and 265 tv stations. Following are the 1959 profit-expense picture of typical radio and tv stations:

Typical radio station

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE[a]	$104,000	
TOTAL TIME SALES	103,800	100.0%
From:		
Networks[b]	0	0.0
National & regional advertisers	15,400	14.8
Local advertisers	88,400	85.2
TOTAL BROADCAST EXPENSE	$ 96,000	100.0%
From:		
Technical	10,500	10.9
Program	32,200	33.6
Selling[c]	17,600	18.3
General & administrative	35,700	37.2
SELECTED EXPENSE ITEMS		
Total salaries & wages (including supervision) and all talent expense	54,100	
Depreciation & amortization	5,300	
PROFIT (before Federal income tax)	$ 8,000	

[a] Time sales plus incidental broadcast revenue minus agency and rep. commission and payments to networks for sale of time.
[b] For only those stations which were affiliated with nationwide networks, the typical network revenue was $1,300.
[c] Includes all promotion; excludes agency and rep. commissions.

Typical tv station

Revenue and expense items	Typical dollar figures	Typical percent figures
TOTAL BROADCAST REVENUE[a]	$865,300	
TOTAL TIME SALES	921,600	100.0%
From:		
Networks	248,700	27.0
National & regional advertisers	405,300	44.0
Local advertisers	267,600	29.0
TOTAL BROADCAST EXPENSE	$741,600	100.0%
From:		
Technical	127,600	17.2
Program	270,700	36.5
Selling[b]	93,400	12.6
General & administrative	249,900	33.7
SELECTED EXPENSE ITEMS		
Total salaries & wages (including supervision) and all talent expense	323,400	
Depreciation & amortization	81,400	
Film expense	90,500	
PROFIT (before Federal income tax)	$123,700	

[a] Time sales plus incidental broadcast revenue minus agency and rep. commission and payments to networks for sale of time.
[b] Includes all promotion; excludes agency and rep. commissions.

Stick to rate cards, Va. radio group told

Radio can increase its share of national advertising above the present 6% if it solves the problem of over-commercialization and standardization of rates and discounts, Allan Sacks, account executive of J. Walter Thompson Co., New York, told Virginia Assn. of Broadcasters June 30 at its 23rd annual meeting held at Virginia Beach. In 1959, he said, radio realized about $248 million of the $6 billion spent for national accounts.

A decade ago, the sudden loss of business to tv created panic in radio, resulting in frantic grabs for business and over-commercialization of more attractive time periods, Mr. Sacks said. "Then came the special deals, neglecting established rate structures, in favor of making a fast buck," he said, adding that radio leaders are taking steps to correct it.

Mr. Sacks said fm "is beginning to reap the rewards of a more moderate schedule of commercials and many of the country's leading advertisers are dabbing a toe in these waters to take advantage of the commercial isolation they find there."

Marcus Cohn, Washington communi-

REACHES MORE HOMES THAN ALL OTHERS IN THE CITY COMBINED

wcky is some buy!

Nielsen shows that during the key early evening time from 6 to 9, WCKY not only reaches more than a million different homes monthly but reaches slightly more than all the other stations in the city put together. WCKY carves out a massive Tri-State plus multi-State audience—at a cost-per-million that's unbelievable! Tom Welstead in New York and AM Radio Sales everywhere else have the Cincinnati story in black-and-white—a dollars and sense book that proves WCKY is some buy!

WCKY • RADIO
50,000 WATTS
CINCINNATI

ARTHUR GODFREY

A legend in his own time. A personality without peer. Philosopher, story teller, news maker, catalyst, he brings to each listener an immediate sense of personal participation. As if that weren't enough, he just happens to be the greatest salesman in broadcasting history. In all radio, Godfrey is the kind of company you keep . . .

ONLY ON CBS RADIO

cations attorney, warned about troubles ahead growing out of closer scrutiny of station operation through the FCC's new Complaints & Compliance Division activities. He predicted grave consequences if pay television takes hold, asserting it could well become the opening wedge for public utility regulation and fixing of rates and profits of both radio and television stations at "about 6% of investment."

He suggested station ownership or managment should exercise the right to be present when staff members are interviewed and no written statements should be provided investigators. "Above all," he urged, "don't lie down and play dead when an investigator calls. You have rights under the Constitution and otherwise."

Pat Rheaume, manager, member service of Radio Advertising Bureau, New York, told the VAB that radio's big challenge is to capture more of the local business against entrenched newspaper competition. With population movement toward the suburbs, he said, current data shows that radio penetration is far more potent than newspaper circulation and radio represents an infinitely better retail buy-per-thousand, or on any other basis, than any other advertising medium.

CANON 35 DEFEAT

Ohio board decides recordings not barred

The barriers set up by the American Bar Assn.'s Canon 35 do not prohibit the taping of courtroom proceedings for delayed broadcast.

This decision, which if universally applied could open doors long locked against broadcasters seeking to present actuality coverage of court cases, has been reached by the Board of Commissioners of Grievances and Discipline of the Supreme Court of Ohio.

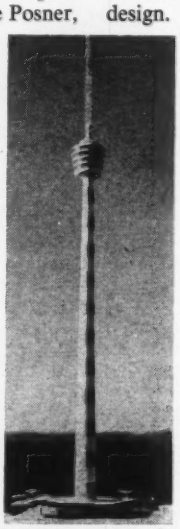
The three-man board held unanimously that Canon 35's ban on "broadcasting from the courtroom" does not apply to the tape-recording of courtroom proceedings for subsequent broadcast outside the courtroom.

The decision was issued in a radio case. But if strictly interpreted, it might be extended equally to television tape.

Observers at first had one reservation: They thought the victory for broadcasting might be somewhat less than clear-cut because the board's decision was also influenced by the fact that the program involved did not record the testimony of witnesses. At

Milwaukee 'tourist attraction'

A modified verison of the famed tv tower in Stuttgart, Germany (model shown in picture) has been proposed for Milwaukee. The plan has been formulated by Gene Posner, owner of the Milwaukee stations WMIL-AM-FM and WXIX-TV. He has asked the Milwaukee County Park Commission to construct a $2 million, $650-foot tower as a tourist attraction.



Mr. Posner proposed that the county itself erect the tower on public land. He claimed that the cost would be recovered to the county by leasing facilities to radio-tv stations and by charging admission to visitors to an upper-level "crow's nest" restaurant and observation platform. He stated that the Stuttgart operation has been so successful that a second tower has been erected in Dortmund, Germany.

Pointing to the success of the German towers, Mr. Posner claimed that such a tower in Milwaukee would attract tourists from all over the world. He further stated that the U.S. tower would surpass its predecessor in flexibility of operation and design.

The Milwaukee broadcaster said last week that his stations would lease facilities in the tower and that other area stations would be invited to do the same. He said that several stations, including WRIT and WEMP-FM, have expressed interest in the project.

The Milwaukee County Park Commission has taken the proposal under consideration. WXIX-TV, which first publicized the action, has hired an engineering firm to study initial plans and send its drawings to the commission. The station reported also that it has received over 200 favorable letters, commenting on the proposal. Mr. Posner also noted that to date he has received nine applications for permission to open and operate the "crow's nest" restaurant.

another point, however, the decision did specifically reject—without reference to the policy of not recording testimony—the argument that tape-relayed broadcasts violated Canon 35.

'Spirit' Not in Question ■ The Board also rejected the notion that delayed broadcasts violated the spirit if not the letter of Canon 35 and similar court rules. If the intention was to forbid taped delays, then the rules should say so specifically, the board maintained. It made clear, however, that its decision dealt with whether the canon and the rules do prohibit such broadcasts—not whether they *should* do so.

The program was *Traffic Court,* a weekly half-hour on Westinghouse Broadcasting Co.'s KYW Cleveland from April 5, 1957 to May 13, 1959. It was discontinued by the presiding judge after the question of Canon 35 was raised in the Cleveland Bar Assn.

For the broadcasts, KYW recorded up to three hours once a week in a Parma, Ohio traffic court presided over by Municipal Judge George P. Allen. The recording was then edited into a 30-minute program broadcast a night later. The only cases recorded were those in which guilty pleas had been entered; these did not require sworn testimony. Contested cases and those in which defendants objected to the microphones were not recorded. Broadcast matter consisted of the court's admonitions to defendants, imposition of penalties, etc.

The Cleveland bar's professional ethics committee called in Judge Allen in May 1958 to explain why he permitted the tapings and what the public reaction had been. The committee then reported to the bar's executive committee that it considered the procedure a violation of Canon 35 even though the programs were limited to uncontested cases. The question was referred to the bar's grievance committee.

When he learned of the report, Judge Allen went before the grievance committee, said he had been advised by his counsel that he was technically in violation of Canon 35 and reported that he would therefore discontinue the broadcasts immediately. A month later, in June 1959, the Cleveland bar filed a formal complaint with the Supreme Court board, charging Judge Allen with violating Canon 35. The board's decision thus overrules not only the bar association but the judge's own counsel.

WBC authorities said they could not predict immediately whether *Traffic Court* would be resumed as a result of the ruling.

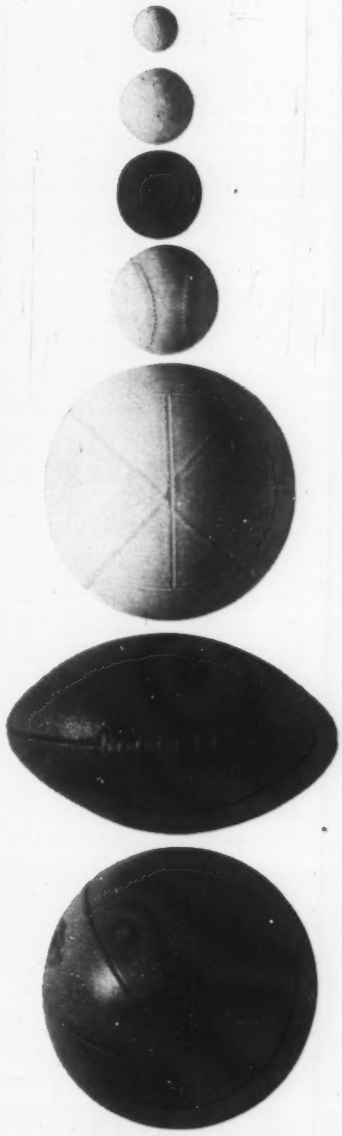
As adopted in Ohio, Canon 35 holds that: "Proceedings in court should be conducted with fitting dignity and decorum. The taking of photographs in the courtroom during such proceedings and the broadcasting or televising of such proceedings from the courtroom tend to detract from the essential dignity of the proceedings, distract the witness in giving his testimony and create misconceptions . . . in the mind of the public and should not be permitted."

An exception

KXYZ Houston is not troubled by Canon 35 which bars broadcasters from courtrooms. With the permission of the judge, defense attorneys and district attorney, KXYZ has tapped into the courthouse public address system to broadcast the murder trial of Joseph Selby. News director Victor Emanuel announced plans to air the opening of the trial live, use actuality inserts in newscasts as the trial develops and return to the courtroom for live pick-ups only when occasions warrant. The MBS affiliate has been broadcasting various trials by this method for two years. No broadcasting equipment appears in the courtroom.

Rep appointments

- KYME Boise, Idaho: Grant Webb & Co. N.Y.
- WOKY Milwaukee and KCBQ San Diego (Bartell stations): John Blair & Co.
- WGIV Charlotte, N.C.: Bernard Howard & Co., N.Y.
- KXMC-TV Minot, N.D.: Andy McDermott Co., Toronto.
- WWOK Charlotte, N.C.: The Weed Radio Corp., N.Y.
- KMHT Marshall; KLUE Longview, both Texas; Jack Masla Assoc. as national representative. Clyde Melville Co., Dallas, is stations' southwestern representative.
- CKTM-TV Three Rivers, Que., and CJLR Quebec City, Que.: Stovin-Byles Ltd., Toronto, as exclusive representative.
- KSOO-TV Sioux Falls, S.D.: Harry S. Hyett Co. for the Minneapolis-St. Paul area.
- KEYT (TV) Santa Barbara, Calif.: Young Television Corp.
- WTIX New Orleans: Robert E. Eastman & Co., N.Y.
- KCMJ Palm Springs, Calif.: United Spot Sales, N.Y.
- WDOK Cleveland: H-R Representatives, N.Y.



SPORTS TIME

Advertisers seeking a sports audience for their sales message find it on CBS Radio. There's ex-Yankee Phil Rizzuto and Sports Time, Monday-Saturday. Through the weekend, Dave Camerer is heard 10 times with up-to-the-minute sports news. There's full coverage of events like Masters Golf, the Triple Crown, Sebring Sports Car Races. In all radio, this is the kind of company you keep...

ONLY ON CBS RADIO

Make Every Spot Count

If you want every spot to count, put it in KCRA's balanced programming that reaches a receptive, upper-income audience. Six long-established local personalities . . . news gathered, edited, and broadcast by *12 full-time newsmen*, supplemented by NBC news coverage . . . leading sports coverage from Little League to the Worlds Series . . . *plus* the services of a *full-time* merchandising department that produces tangible results. And your commercial on KCRA is in a good "climate", too. *Spots are restricted to three minutes per quarter hour* (and we count promos and public service spots, too!), so your client's sales message can really be effective. Availabilities? Right now!

TV'S INFLUENCE ON POLITICS

Westinghouse surveys political scientists

Television exerts an important influence on political campaigns, according to Westinghouse Electric Corp., sponsoring for the third consecutive time the CBS coverage of political conventions, pre-election activities and election night returns.

Based on a survey conducted for Westinghouse by the research department of Ketchum, MacLeod & Grove, the sponsor found that 28 political scientists representing 28 colleges and universities in 23 states had divergent views on tv's political impact. Among majority conclusions are these:

■ Use of showmanship in presenting candidates on tv is not undesirable from the voter's standpoint if direction is limited to performance and does not influence policy or ideas.

■ Television has increased voter interest.

■ Voters are now more critical of candidates' appearance and performance.

■ There is a greater effort to create a good impression, and more concentration on nationally televised speeches in place of "whistle-stop" campaigning.

■ Public exposure on tv increases the impact of the conventions, but there is no assurance that they are now regarded as more important than in the pre-tv era.

■ Political science students are considerably better informed, though not always in "depth." They get to know personalities and procedures better.

■ Educators are evenly divided on whether tv exposure increases student respect for democratic processes, with a slight leaning on the side of decreasing respect.

■ Tv coverage makes political science teaching harder in some respects and easier in others.

■ Much can be done to improve convention and campaign coverage.

FM AUDIENCE SURVEYED

Heritage study shows high buying power

A depth analysis of the listening and buying habits of fm homes, conducted for International Good Music Inc. (Heritage Fm Stations), shows above-normal purchasing and an average tune-in of 50%. The study was done by Alfred Politz Media Studies.

Highlights of the survey were made available by a new subsidiary of International, Heritage Stations Representatives, formed to represent affiliated fm stations in 25 major markets that will carry the Heritage automated program service (BROADCASTING, April 11).

Operations of the Heritage group will get under way on a nationwide basis this month. KGMI (FM) Bellingham, Wash., the test station, took the air in March, according to David Mintz, executive vice president of International. KGMJ (FM) Seattle started Heritage programming May 25.

Other stations scheduled to start Heritage service are: KFMU (FM) Los Angeles, today (July 4); KFMW (FM) San Bernardino and KBAY-FM San Francisco, July 11; WLOL-FM Minneapolis-St. Paul and KGMG (FM) Portland, Ore., July 25; WWOL-FM Buffalo, and WIBC-FM Indianapolis, Aug. 1; WSAI-FM Cincinnati and KFMX (FM) San Diego, Aug. 15. Definitely slated later in the summer are stations in St. Louis, Chicago, Baltimore, Boston, Miami, Atlanta and Memphis, Mr. Mintz said, but call letters will not be announced at this time. Negotiations are underway to sign other fm stations in the top 25 markets, he added.

Sales Plan ■ HSR will sell time on all or part of the group to national and regional advertisers, based on a single rate card, single contract, one billing and similar programming. A West Coast office has been opened at 625 Market St., San Francisco, in charge of Hamilton Brosius. Fred Bernstein directs the New York office at 28 W. 44th St. Rod McArdle is in charge at the Chicago office, in Tribune Tower.

The Politz survey covers five West Coast markets—Los Angeles, San Francisco, San Diego, Portland, Ore. and Seattle. The West Coast figures have been adapted to a presentation typifying national buying habits of fm homes.

The survey shows that 31.1% of all California homes have fm sets, a considerably lower figure than some other studies have found. Heritage contends the figure is accurate and without inflation. Fm circulation of 25.4% was found in Portland and Seattle. Tv saturation in the five-market area was placed at 90%.

It was found that 27.2% of all homes in the study area have incomes above $7,000 a year whereas 38.3% of fm homes are in that income category.

Audience Differences ■ Listening

habits of the fm audience were found to differ sharply from am tune-in, varying only slightly from fm sign-on to sign-off. On the other hand, the am audience was described as highest in the morning with a 9 a.m. peak, a noon peak and than a gradual decline to a low listening level at night. Fm, it was stated, has a high tune-in at night.

Other information in the study covers educational standards of the fm audience; home tenure; child status; size of household; home listening of individuals by sex, age, position in household; marketing characteristics such as purchase of autos, appliances, insurance, securities, charge accounts, food product usage, cosmetics, travel, home improvement, beverage and tobacco.

Heritage has been making presentations to agency groups in New York. An extensive promotion campaign is planned through Erwin Wasey, Ruthrauff & Ryan, San Francisco. It will include page ads in consumer magazines, radio and tv spots and local newspapers.

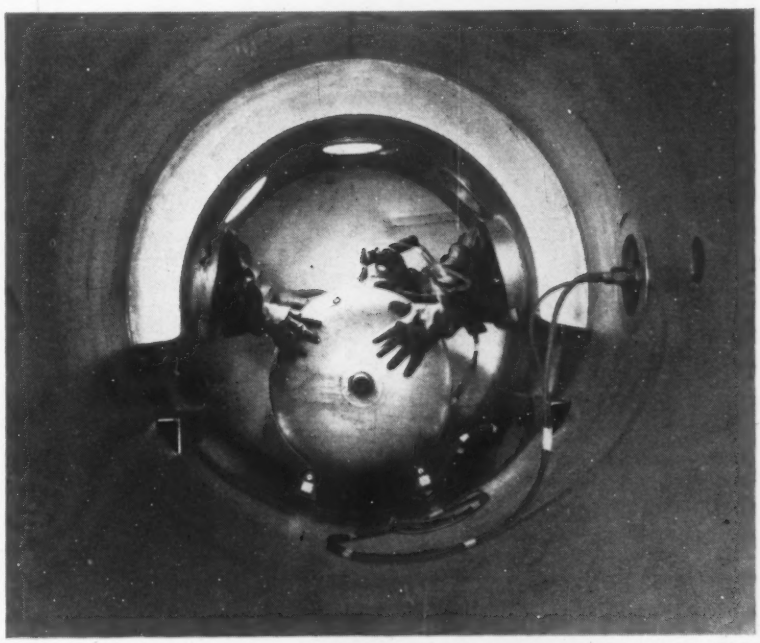
Programming is on tape fed into Ampex automation equipment. "No loud, jarring commercials or singing jingles are allowed, and spots average four one-minute announcements per hour," it was stated. "The efficiency of operation allows each station to profitably add to their local staff top news and announcing personnel and will permit these people to work fulltime toward unexcelled local programming, free from the worry of turntables and selecting records."

NBC status with RAB is questionable now

NBC appeared last week to be half in and half out of RAB. Its owned radio stations have been out since the first of the year. Since RAB membership requirements do not normally permit a network to belong without its o&o's (and vice versa), there was speculation last week that either they would re-join or NBC Radio's membership would be terminated.

Neither RAB nor NBC would discuss the issues or the amount of dues involved. Unofficially, it was understood that NBC authorities were questioning the importance—to them, at any rate—of some of the services that RAB offers. The differences may also have an economic flavor: Privately the NBC stations' dues were estimated to be in the order of $25,000 a year. RAB obviously still hoped to persuade the stations to reconsider—just as it was able to do when CBS Radio officials expressed doubts about their own stations' membership earlier this year.

Throughout the World
A famous name for QUALITY is
ROCHESTER'S
PFAUDLER PERMUTIT INC.
PFAUDLER DIVISION • ROCHESTER 3, N. Y.



Vacuum chamber welding of "wonder metals" for chemical and pharmaceutical equipment.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is...
WHEC
Member GANNETT RADIO-TV GROUP
BASIC CBS ROCHESTER
REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

■ KKSN Grand Prairie, Tex.: Sold by John Buchanan to Robert W. Rounsaville for $300,000 (CLOSED CIRCUIT, June, 27). Two weeks ago, Mr. Rounsaville sold WQXI Atlanta to *Esquire* magazine for $1.85 million, leaving him with six owned stations, one under the FCC limit. Other Rounsaville stations: WCIN Cincinnati; WLOU Louisville; WVOL Nashville; WYLD New Orleans; WTMP Tampa; and WMBM Miami, Fla. KKSN is on 730 kc with 500 w.

■ WSSB Durham, N.C.: Sold by Edgar L. Clinton and associates to James S. Beattie, operator of WPET Greensboro, N.C., and WBUT Butler, Pa., for $250,000. Blackburn & Co. was broker. WSSB operates on 1490 kc fulltime with 250 w.

■ WSEL (FM) Chicago: Sold by Maurice H. Kamm to WJJD Chicago for estimated $50,000. Station, one time in receivership, operates with 40 kw on 104.3 mc. WJJD is owned by multiple broadcaster Plough Broadcasting Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 76).*

■ WJDM-TV Panama City, Fla.: Sold by Mel Wheeler to Harold Publishing Co. for $340,000. The publishing company owns WALB-AM-TV Albany, Ga., and publishes the *Albany Herald.*

■ WMAM Marinette, Wis.: Sold by M&M Broadcasting Co. (Morgan Murphy, president) to Marinette Central Broadcasting Co. for $167,500. Purchasers are the Mining Journal Co., 90%, and Frank J. Russell, president of *Mining Journal,* 10%. Mr. Russell has interests in WDMJ and WLUC-TV Marquette, WLST Escanaba, and WMIQ Iron Mountain, all Michigan, and WROD Daytona Beach, Fla. Mining Journal publishes a daily newspaper.

■ WJJL Niagara Falls, N.Y.: Sold by Niagara Frontier Broadcasting Corp. (James T. Sandonato, 75%) to group headed by Thomas W. Talbot for $120,000 paid to Mr. Sandonato for his interest. Mr. Talbot, who was already 25% owner of WJJL, has interest in WOHP Bellefontaine, Ohio.

■ WSCM Panama City Beach, Fla.: Sold by Mel Wheeler to WSCM Broadcasting Inc. for $53,500. Purchaser is Theodore M. Nelson, 90%, who has interests in KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri.

RAB asks 10 questions of station operators

Ten questions by which radio station operators can gauge their effectiveness with the public, advertisers and government were outlined last week by Kevin Sweeney, Radio Advertising Bureau president, before a dinner meeting of Wisconsin stations in Baraboo, Wis.

The ten questions are: "Did you have luncheon with customers or prospects twice or more often during the past week? Have you spent an hour or more with the largest local advertiser in other media in the past six months, showing him why he must spend at least one-third of his budget in radio? Would the governor of your state be able to identify you as to your occupation if he saw your name on a long list of persons invited to a reception? Have you written either your representatives in the House or either of your senators in the U.S. Senate to tell radio's side of the payola story? Do you have a clearly enunciated and understood policy on the music you play?

"Do you have one programming experiment in progress? Do you have at least one person who works exclusively on news? Have you editorialized on any local, controversial issue in the past year? Have you ever taken issue with General Electric, Zenith, RCA, Emerson on their distributors when a co-op policy blocks the purchase of radio by dealers in your area? Do you insist on some standards of performance from your salesmen in regard to the number of daily calls, number of new-business calls, amount of business sold and coverage of the prospect list?"

Mr. Sweeney asserted that an answer of "yes" to less than five of those questions "means your station is not geared to compete for audience, business or the regard of the community in the next decade."

TWO WESTERN STATIONS

Two top properties located in excellent market. Consistently profitable, ideal for one owner, 29% down.
Both for $300,000.

MID ATLANTIC **$250,000**

Profitable fulltimer in multiple-station market. Outstanding reputation. Will pay its way after $75,000 down and balance over 7 years.

SOUTHEAST **$200,000**

Fifty thousand dollars cash will handle this profitable fulltime operation in good three station market. Long term payout can be negotiated. This one will pay for itself.

NEGOTIATIONS—FINANCING—APPRAISALS

Blackburn & Company Inc.

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.: James W. Blackburn—Jack V. Harvey—Joseph M. Sitrick—Washington Building, Washington, D.C.—ST 3-4341.
MIDWEST: H. W. Cassill—William B. Ryan—333 North Michigan Avenue—Chicago, Illinois—FInancial 6-6460.
SOUTHERN: Clifford B. Marshall—Stanley Whitaker—Robert M. Baird—Healey Building, Atlanta, Georgia—JAckson 5-1576.
WEST COAST: Colin M. Selph—California Bank Building—9441 Wilshire Boulevard—Beverly Hills, California—CRestview 4-2770.

NOW ON TV

see pages 12 & 13

It's all over but the count: 61,030,000*

99.9% live clearance. 98.3% coverage of the U.S. That's the count on the Patterson-Johansson fracas—carried exclusively on ABC Radio. *It has to figure as the biggest figure ever in radio showmanship* . . . a record-smashing demonstration of network radio impact. As such, obviously a hit with sponsors Fiat and Bristol-Myers. And a sample of the big-audience programs ahead on ABC Radio.

ABC RADIO NETWORK

*SOURCE: BASED ON SPECIAL 100 CITY U.S. TRENDEX, JUNE 21, 1960, PROJECTED AGAINST U.S. NIELSEN COUNTY BREAKDOWN OF 1959 PATTERSON-JOHANSSON FIGHT, INCLUDING THE CANADIAN AUDIENCE.

Out-of-home radios to reach record high

Out-of-home radio listening reached a new winter peak this year and promises to go on to a new all-time summer high, Dr. Sydney Roslow, director of Pulse, said last week. He based his report and prediction on a study of trends found in out-of-home surveys conducted by Pulse in 29 major markets. He thought the growth of the pocket-size transistor radio would be instrumental in carrying summertime out-of-home listening, always the peak of the year, to record heights.

The 29-city winter study was conducted between January and March and found that an average of 4.6% of all radio families—compared to 4.5% a year ago and 4.2% in 1958—reported listening to radio in cars, at work or in other out-of-home places between 6 a.m. and midnight. Dr. Roslow estimated that on a national basis this represented an average of 2,287,900 families engaged in out-of-home listening during any given quarter-hour of the day.

In the 29 measured cities, out-of-home listening added an average of 28.7% to the in-home audience—two percentage points more than during the same period a year ago. But not all of the 29 markets showed out-of-home gains; 15 dropped from last winter's totals, mostly by small margins. These losses were more than offset by gains in 11 while the figures in the three others were unchanged. Markets where out-of-home listening was highest in relation to the in-home audience were Kansas City (37% added to in-home audience), New York (32.9%), Dallas (32.3%), Fort Worth (32.2%), Los Angeles (30.1%), Birmingham (32%) and Chicago (30%).

CBS makes etv grant

CBS Inc. last week presented $75,000 in equipment and funds to help nonprofit educational tv station KETC (TV) St. Louis to stay on the air. The gift was presented by Dr. Frank Stanton, CBS' president, who addressed the St. Louis Educational Television Commission.

The gift included an antenna, a microwave relay system and a cash grant on behalf of KMOX-TV St. Louis (CBS-owned). Ray Wittcoff, the commission chairman, said the educational station would have been blacked out were it not for the CBS help. A gathering of 175 educational, business and community leaders attended Dr. Stanton's address.

*And so no force, however great can stretch a cord however fine into a horizontal line**

**William Whewell "Elementary Treatise on Mechanics"*

No matter how you stretch it KROC-TV still averages over 80% of Rochester's TV viewing audience.

$2,000,000 A DAY CHANGES HANDS IN THE ROCHESTER AREA

KROC-TV CHANNEL 10 ROCHESTER MINNESOTA

Represented by Venard, Rintoul & McConnel

G. David Gentling, gen'l. mgr.

NBC

Newsman's reprieve

A technicality, that he had been served with the citation less than the statutory 10 days before his appearances in court, caused the dismissal of a contempt citation against Pat Michaels, KTLA (TV) Los Angeles newsman by Judge Russell S. Waite of Riverside, Calif., Superior Court. The citation had been issued when Mr. Michaels refused to answer questions of a grand jury regarding the source of his information about anti-Semitism in Elsinore, Calif., used in a tv expose, *City of Hate*. In its citation, the grand jury held that the section of the California Code of Civil Procedure giving newspaper reporters "privilege" not to reveal news sources does not extend to broadcast newsmen. District Attorney William O. Mackey was expected to file a new citation shortly.

Media reports

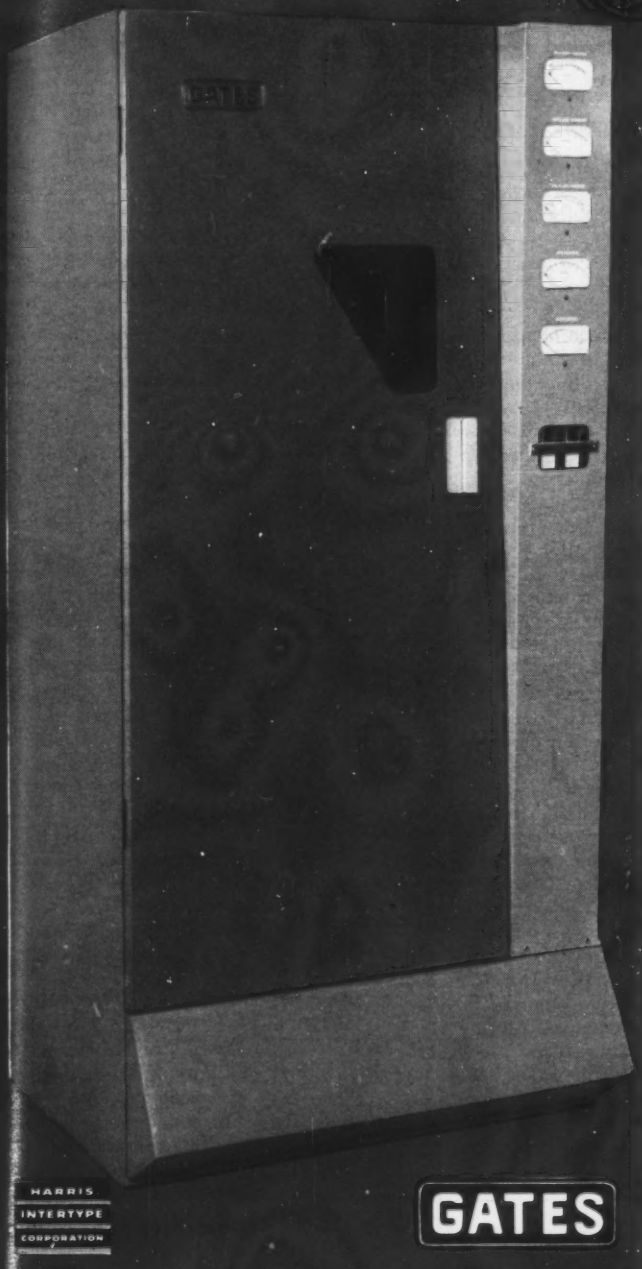
These chosen will choose ■ Kenyon Brown, KFOX Long Beach, Calif., has been named chairman of a committee to nominate members and officers for the 1961 Board of Directors of Radio Advertising Bureau. Other committee members are Victor C. Diehm, WAZL Hazelton, Pa.; Harold Krelstein, Plough Stations, Memphis, Tenn.; Elroy McCaw, WINS New York, and Weston C. Pullen Jr., Time Inc. Election of the board will be held at the annual RAB membership meeting in December.

New ABC-TV affiliate ■ KBMB-TV Bismarck, N.D. joins ABC-TV as a primary affiliate effective Aug. 9, it was announced by Robert L. Coe, ABC-TV director of station relations and John W. Boler, president and general manager of North Dakota Broadcasting Co. KBMB had been affiliated with CBS-TV.

New affiliates ■ ABC Radio announced June 24 signing of five new affiliates and one reaffiliation. New affiliates are KMED Medford, Ore.; WREA East Palatka, Fla.; WALD Walterboro, S.C.; WBRC Birmingham, Ala., and WMNI Columbus, Ohio. WKVA Lewiston, Pa., has reaffiliated with ABC Radio.

Northwest expansion ■ Hugh Feltis, owner of the Seattle radio-tv rep firm bearing his name, has announced expansion of activities to include a marketing division and incorporation under a new name. Now known as Feltis/Dove/Dever/Cannon Inc., the firm will continue to headquarter in Seattle with a Portland, Ore. service office. Officers of the new firm are: Hugh Feltis, president; Doug Dove, vice president—regional sales; Danny Dever, vice president—station services, and Wynn Cannon, vice president—marketing division.

SOLD TO A BROADCASTER Every 84 Hours



Every 3½ days (or 84 hours) since its introduction, broadcasters have bought a brand new, *newest* Gates BC-1T 1000 watt AM transmitter. What does this mean? It means that more BC-1T's have been sold to broadcasters than all other 1 KW models combined. It means that the Gates BC-1T is the largest selling 1000 watt broadcast transmitter manufactured in the *world* today. Here are 10 reasons why:

- Lower low frequency response than any kilowatter made today—for the *new sound*.
- Crisp sparkling *new sound* highs through extended high frequency response.
- Lower than low noise via the largest filter system of any 1 KW made today.
- Inbuilt dummy antenna, full size for 100% modulation with fail safe included.
- 50 cycle transformers throughout. 60 cycle American users have a 20% bonus safety factor as 50 cycle transformers must be built that much larger.
- No back door, all servicing from the front, including dead front, too. Save valuable floor space by installing near or against the wall.
- All relay control and protection, no circuit breakers. Easiest transmitter manufactured to remote control.
- Dual suction cooling with filtered air intake at bottom front.
- RF driver is modulated along with final amplifier for lower distortion at high modulation.
- Big Gates-made edgewound variable inductors in final tank and Pi-Net . . . no variable air condensers to flash over.

BC-1T price, $4,595.00 with tubes and crystal. For Class IV operation, 1000/250 watts, $4,670.00 complete. Delivery immediate. Terms where desired.

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in: HOUSTON, WASHINGTON, D.C.

Export Division: 13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

NBC-RKO DEAL IN COURT AGAIN

■ KRON-TV files antitrust charges, asks full hearing before FCC

■ Move follows failure of Westinghouse attempt to intervene

The largest station deal in history—involving NBC and RKO General exchanges and acquisitions in four major markets—is becoming the most disputed.

Several major developments took place last week as KRON-TV San Francisco, which stands to lose its NBC-TV affiliation, initiated these moves:

■ Filed a civil antitrust suit against NBC, RKO General and individuals involved in ownership and operation of the competitive KTVU (TV) Oakland, which NBC wants to buy.

■ Asked FCC to set KTVU's license application for hearing. (KTVU has been operating on a construction permit since it took the air in March 1958.)

■ Asked FCC to consolidate in one hearing all the applications involved in the NBC-RKO deal, involving outlets in Philadelphia, Washington, Boston and San Francisco.

Court Action ■ A further development last week was a decision by the U.S. District Court, Philadelphia, denying a Westinghouse Broadcasting Co. petition to intervene in the NBC-RKO swap of Philadelphia and Boston outlets. This removed one of the obstacles to the exchange.

Applications for the individual station transfers had been filed with the FCC June 3 (BROADCASTING, June 6).

The NBC-RKO deal involves: NBC acquisition of WNAC-AM-TV and WRKO-FM Boston in exchange for WRCV-AM-FM-TV Philadelphia; NBC purchase of KTVU; RKO purchase from NBC of WRC-AM-FM-TV Washington. In addition RKO would sell its WGMS-AM-FM Washington to Crowell-Collier Publishing Co.

Judge William H. Kirkpatrick, in denying the Westinghouse request to intervene, denied a plea based on what Westinghouse termed irreparable injury through loss of its Boston NBC affiliation if the network takes over the present RKO outlets in Boston. Reduced ability to compete in the sale of advertising and elimination of competition in the market had been claimed.

The chain deal had developed last autumn after NBC and its parent RCA had signed a Dept. of Justice consent decree requiring the network to sell its Philadelphia properties and to clear any additional station purchases through the department. This decree had grown out of a government antitrust suit brought in 1956 after Westinghouse exchanged its Philadelphia outlets for NBC's Cleveland stations. Westinghouse got $3 million out of the exchange.

Justice Dept. has stated it had no objection to NBC's latest moves, the 1959 consent decree requiring NBC clearance of such transfers. On the other hand Rep. Emanuel Celler (D-N.Y.), calling the consent decree "worthless," has threatened to reopen his antitrust subcommittee's hearings on network monopoly.

Barrier Removed ■ Judge Kirkpatrick's ruling thus removes one block to the series of station transfers. KRON-TV had entered the Philadelphia case but later withdrew.

KRON-TV (Chronicle Publishing Co.) charged in its antitrust suit, filed June 29 in U.S. District Court, San Francisco, that RCA and NBC have conspired since 1954 to dispose of Cleveland and Washington outlets so they could get stations in two larger markets (fourth to eighth in size—Philadelphia, Detroit, Boston, San Francisco and Pittsburgh). They have used NBC's "power to grant or withhold network affiliation," KRON-TV charged.

In addition KRON-TV charged RCA-NBC tried to eliminate competition from other station buyers in major markets and to induce KTVU to withdraw from the broadcasting business. If NBC acquires KTVU, it is claimed, competition for NBC-TV San Francisco affiliation will be permanently eliminated. This, it was contended, will cut network program sources available to KRON-TV and the Westinghouse-owned KPIX (TV) by 50%. And CBS is likely to buy a station in the market, it was added, should the NBC package deal go through, and the Bay Area station that doesn't sell to CBS will be permanently denied a chance to affiliate with a tv network.

Impact on Spot ■ KRON-TV said the opportunities to sell spot programs would be substantially reduced by the NBC-KTVU deal. It charged NBC's spot rate at some of its o&o stations is higher than the station rate for network programs and in some cases NBC stations won't even quote a spot rate because time is reserved for network programs. The o&os are used by the network as "price leaders" in alleged efforts to force independent station affiliates to boost their own spot rates above the network scale, the petition claimed. Finally KRON asks that the tv station licenses of NBC, RKO and KTVU be revoked for violation of Sec. 313 of the Communications Act.

The charge is made by KRON-TV that RKO, a General Tire & Rubber Co. subsidiary, is "in command" at KTVU. In its filings, KRON-TV says "substantial questions of trafficking and

NBC seeks to delay rep divestment order

NBC has asked the FCC to allow two years after judicial review for its affiliated television stations to find new spot sales representatives. Under an FCC ruling, NBC has until Dec. 31, 1961 to divest itself of affiliate representation.

The network, which is appealing the commission ruling prohibiting tv networks from representing affiliated stations other than network-owned outlets, told the U.S. Court of Appeals in Washington that it is "entitled" to have the *status quo* maintained during judicial review. This cannot be accomplished, NBC said, unless the two-year period "commences after final judicial determination." Otherwise, "it is inevitable that the represented stations will begin taking active steps aimed at severing their relationship with NBC." This would "undoubtedly begin to occur prior to final judicial determination," NBC declared.

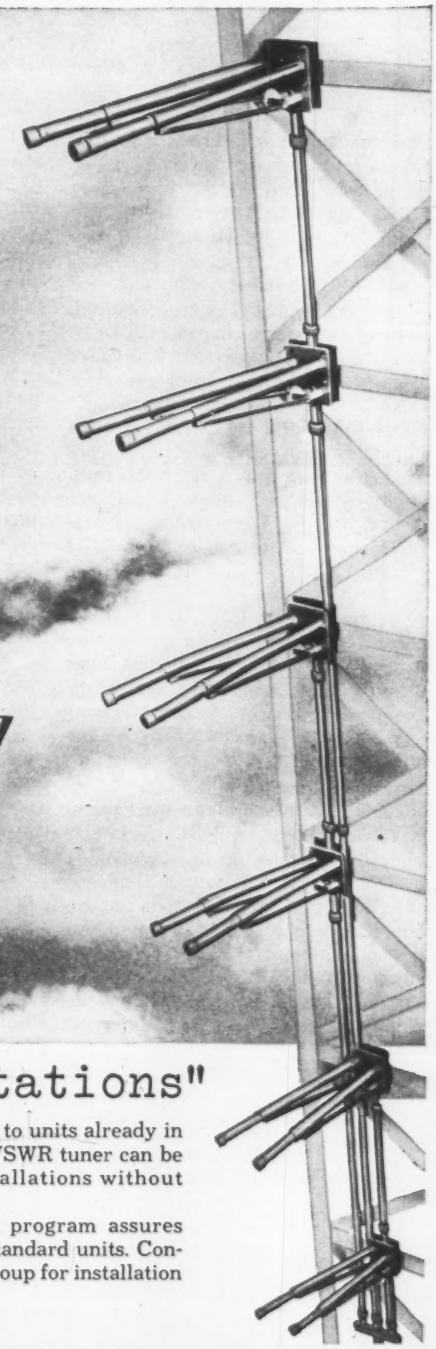
The network asserted that once a station changed representatives, "it is problematical" whether it would be willing to return to NBC in the event of a court reversal because of the expense and trouble involved.

The network said that "some" of its affiliates also were filing similar requests for time extension and that they would "summarize the various business problems which would confront them" if they were forced to engage in finding new representatives during the period of judicial review. KOA-TV Denver, KSD-TV St. Louis, WAVE-TV Louisville and WRGB (TV) Schenectady, all NBC affiliates, have joined with the network in its appeal to the court.

ANDREW

MULTI-V* FM ANTENNA

For Multiplex or Standard Service



Sales Office and Studios Statler Plaza Hotel
Boston 16, Mass. Tel. CO 7-7080

General Offices and Transmitter 750 South St.
Boston 54, Mass. Tel. TW 3-7080

"Boston's Music Stations"

WCRB

AM 1330 / FM 102.5

January 22, 1960

Andrew Corporation
P.O. Box 296
Westwood, Massachusetts

Attention: Mr. John Wyman

Gentlemen:

As you know we recently purchased one of your six-bay Multi-V FM broadcast antennas, and over 1000 feet of your H-1 Heliax for use on our new FM installation on the WBZ-TV tower.

Our choice of the antenna was based on our previous experience with antennas of this type, which have always performed very well. We are happy to say that our new antenna and co-ax are exceeding our best expectations, and giving excellent coverage for both our main channel and our multiplex transmissions.

We do not hesitate to recommend highly this Multi-V Antenna to any broadcaster proposing new or improved FM facilities.

Yours truly,

Richard L. Kaye

Richard L. Kaye
Station Manager

RLK:chn

Also Special Background Music Via WCRB Music Service Inc.

"exceeding our best expectations"

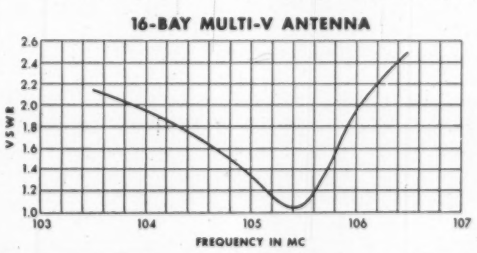
The ANDREW Multi-V is the standard of the industry. Over 353 Multi-V units have been installed to date, accounting for more than 50% of the stations presently licensed. Installations have been made in all climates and service is uniformly acclaimed both for standard and multiplex operation. De-icers are available for use when icing conditions occur and can be added to units already in service. Similarly, the VSWR tuner can be added to existing installations without modifying the antenna.

A new warehousing program assures quick deliveries of all standard units. Consult our Field Service group for installation quotations.

*U.S. PATENT 2,637,533—Exclusive ANDREW design

Measured VSWR on a 16-bay production unit. Note bandwidth. VSWR tuner, Type 19893, is available for tuning out tower effect, thus, assuring optimum performance and eliminating need for field tuning individual bays.

16-BAY MULTI-V ANTENNA



HELIAX
the flexible air dielectric cable

HELIAX is the preferred cable for FM. Low VSWR, greater mechanical strength and flexibility have made it the favorite of broadcasters. Available in continuous lengths in diameters up to 3⅛ inches.

Andrew
CORPORATION
P.O. Box 807, Chicago 42, Illinois
Boston • New York • Washington • Los Angeles • Toronto
ANTENNAS • ANTENNA SYSTEMS • TRANSMISSION LINES

payoffs" are raised in the KTVU transfer, citing the history of the KTVU application and cp. Roles of Ward Ingrim and William D. Pabst, former RKO General (General Teleradio) employes and directors, are cited. And Willet Brown, of the RKO Don Lee system, was described as "very close" to RKO ownership. Activities of Edwin W. Pauley (Television East Bay) and Stoddard P. Johnston (Channel Two Inc.), competing applicants for the Bay Area facility, were reviewed. They obtained stock interest in KTVU. These individuals and Harry R. Lubcke are named in the case as defendants.

KTVU has "no saleable assets," KRON-TV told the FCC, saying that equipment and office furniture are leased from Mr. Brown, its studio from the city of Oakland and its transmitter site and building from Crocker Estate Co. Thus, it is contended, KTVU would be trafficking by selling its only asset, a cp, for $8 million.

Qualifications of RCA and NBC as licensees are questioned in the petition through a listing of 18 antitrust cases involving RCA plus the Federal Trade Commission consent decree involving alleged payola activities of RCA's recording subsidiary.

Pressure Charged ■ KRON-TV recalled NBC's overtures to purchase its facilities and charged NBC used "economic bludgeoning" in its negotiations. An offer of $8 million was made by NBC, to expire in 10 days, it was explained. Effects of the KTVU purchase on competition in San Francisco are projected in the FCC filings.

RKO's ownership in CKLW-TV Windsor-Detroit, is reviewed by KRON-TV in a discussion of RKO's multiple ownership of stations. RKO also is described as seeking "almost complete coverage of the heavily populated area extending from New York to Washington," thus becoming "the dominant tv broadcaster in the Middle Atlantic States area."

Aggregate value of the facilities involved in the NBC-RKO package deal is placed by KRON-TV at more than $60 million. It's all so complicated, says KRON-TV, that an evidentiary hearing should be held by the Commission. NBC is trying to swap stations in Cleveland (10th market) and Washington (11th market) for Boston (sixth market) and San Francisco (seventh market), it is charged.

KRON-TV added, "NBC is receiving at least $500,000 more for the stations it is selling than it is paying out for the stations it is buying. . . . It could only be accomplished—and it was accomplished—by using NBC's power as a network to grant or withhold network affiliation as the hidden persuader in each purchase and sale negotiation."

SENATE SUSPENDS SEC. 315

Now it's up to the House to follow suit

The Senate last week gave its approval to a plan to allow broadcasters to present major party presidential and vice presidential nominees during this election year without being subject to demands for equal time from minority and splinter party choices for those offices.

S J Res 207 was passed by a voice vote after senators were told during debate that the networks (and inferentially, their affiliates) have promised to make free time available on tv and radio to the Democratic and Republican nominees for the nation's highest elective offices if allowed to do it under their own formats and their own concepts of fairness.

Passed by the Senate Monday, the resolution was sent to the House and referred to the House Commerce Committee.

Reaction to the senate suspension was immediately forthcoming from all three networks. NBC Chairman Robert W. Sarnoff wired an offer of eight weekly hours of prime time to candidates, Dr. Frank Stanton called the senate action "a critically important step in freeing radio and television." ABC President Oliver Treyz again called for voluntary acquisition of three different prime evening time hours by the networks beginning nine weeks before election.

Equal Treatment ■ The only challenge to the resolution came from Sen. Ralph W. Yarborough (D-Tex.), chairman of the Senate Communications Subcommittee's watchdog unit. Sen. Yarborough questioned whether broadcasters would treat both parties equally and offered an amendment which would have required the exemptions of Sec. 315 to apply to broadcast debates only. But he withdrew the proposal after assurance from Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee who explained the proposal to senators, that both the networks and their affiliates are honor bound by network testimony last May that candidates of both major parties would receive equal treatment from broadcasters.

Sen. Pastore conceded broadcasters could favor one candidate over another without directly violating a law, but he said any such action would amount to "bad faith" in their agreements with his subcommittee and that the FCC still is charged with seeing that licensees present public issues fairly and impartially.

The Rhode Island Democrat acknowledged the FCC had not commented on the suspension proposal and said that the formula or format for presenting presidential and vice presidential candidates will have to be worked out among the candidates, the national committees and broadcasters. Speaking of Sen. Yarborough's proposal for a debate format, he said there might be "a thousand" reasons why a candidate would not wish to appear in a debate with his opponent. In the 1952 campaign, he said, one candidate offered to debate, but his opponent refused.

Other senators agreeing with Sen. Pastore were Clair Engle (D-Calif.), Andrew Schoeppel (R-Kan.), Hugh Scott (R-Pa.), A.S. (Mike) Monroney (D-Okla.), Jacob Javits (R-N.Y.), Albert Gore (D-Tenn.) and Frank Carlson (R-Kan.).

The Follow-Up ■ The measure calls for the FCC to report by next March 1 on how the suspension plan worked during the 1960 election campaign and to recommend any legislation it thinks necessary to amend Sec. 315 permanently.

Sen. Yarborough's three-man watchdog subcommittee has been assigned the function of watching for broadcaster abuses of Sec. 315 as regards exemptions of the section enacted last year for candidates' appearances on news and panel shows and also under the Sec. 315 suspension for presidential and vice presidential nominees, if enacted. The subcommittee's report also is to be made early next year.

The U.S. Chamber of Commerce has released a statement supporting S J Res 207. The American Civil Liberties Union has gone on record as favoring legislation which would "affirmatively require" broadcasters to make time available for political campaigning to all legally-qualified candidates for every office. ACLU also supports legislation to place the networks under FCC regulation.

Mr. Sarnoff's offer of free time was wired to House Speaker Sam Rayburn immediately after the senate suspension. He said that NBC was ready to offer an hour series entitled *The Great Debate*, if the bill cleared congress. *Debate* would be given eight weekly hours of prime time, the first four shows devoted to discussion between candidates on issues. The second half of the series would feature candidates being interviewed a la *Meet the Press*. Mr. Sarnoff said that his network will remain open to suggestions by the candidates themselves.

Mr. Treyz presented ABC's proposal that each network voluntarily give up three different periods of prime time

nine weeks before the election. Each hour, he said, would be rotated on the different networks for the use of presidential or vice presidential candidates. He said that after approval by the Justice Dept., he would seek the "necessary acquiesence" by the FCC and ask for a meeting with other network officials and political leaders to work out a commonly acceptable schedule.

The ABC president warned that candidates would end up debating a total of 24 hours during the nine-week period if each of the networks allocated eight hours. He suggested that such lengthy exposure of candidates on tv would contribute to sagging interest on the part of both the viewing public and the candidates themselves.

Film firms absolved in anti-trust case

U.S. District Judge William Herlands June 29 dismissed an anti-trust complaint brought by the government against Columbia Pictures Corp., Universal Pictures Co. and Screen Gems Inc. The trial was heard in New York last spring (BROADCASTING, March 28 et seq).

Judge Herlands ruled that the acquisition in 1958 by Columbia Pictures of 657 pre-1948 features from Universal for distribution by SG to tv did not constitute price-fixing nor did it tend to lessen competition in the tv field. Judge Herlands' decision gave Columbia the right to distribute the Universal features freely. Since April 1958, when the government action was initiated, Columbia was restricted by court order to offer for sale no more than 50 pictures during a given year.

Columbia spokesmen viewed as significant a portion of Judge Herlands' decision which asserted that "feature films are not a separate line of commerce and there is nothing unique about feature films as tv programming." The government had contended that features were different from other types of tv programming and were sold and scheduled on the air in a different manner.

Blackout bill vote

The Senate last week voted 73-12 to send back to the Senate Judiciary Committee a bill which would allow minor baseball clubs to impose blackouts in their cities of telecasts of major league games on days when the minor league team is playing at home. The bill proposes the same provisions for professional basketball, hockey, football and collegiate football.

The bill provides as an alternative that the sports team being telecast could agree to split its tv receipts with the home team.

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LAW SCHOOL DEAN SET FOR FCC

But appointment of Charles King is tangled in recess legalities

A Detroit law school dean, Charles Henry King, is poised in the wings ready to become the seventh member of the Federal Communications Commission.

However, just when Mr. King will assume his new post was very much up in the air late last week with the announcement that Congress would recess for the presidential nominating conventions and then reconvene in Washington. This action can delay the beginning of Dean King's official duties for several weeks.

President Eisenhower sent the name of the dean of the Detroit College of Law to the Senate last Monday (June 27) to fill the one-year (until June 30, 1961) remaining in the term of former FCC Chairman John C. Doerfer. "There is not a chance in the world" that the Senate Commerce Committee, which must act on the nomination before the full Senate, will take up the King nomination this session, a committee spokesman said last week.

He was of the opinion that the committee was not expected to approve the nomination during this Congress. Mr. King's name, under law, had to be placed before the Senate prior to adjournment before he could get paid as a commissioner under a recess appointment.

Recess Appointment ■ A White House spokesman said last week that the President planned to give Mr. King a recess appointment soon after the 86th Congress adjourned *sine die*. At the time, it was expected that this adjournment would come no later than this Saturday (July 9).

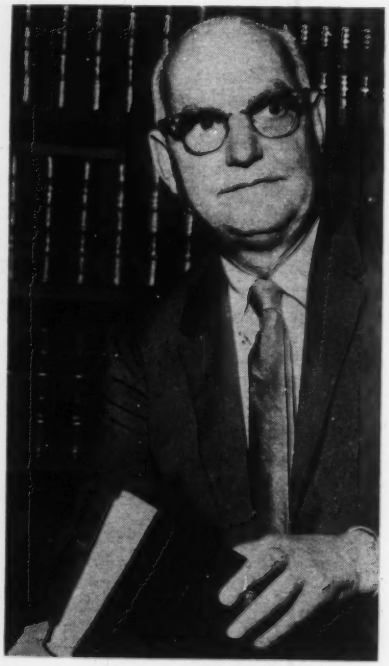
Now, however, Congress plans to return to Washington to continue the present session Aug. 15. This means, the White House said last week, that unless the Senate confirms Mr. King during the August session he will not receive a recess appointment until after final adjournment—probably sometime in September.

There was considerable speculation in Washington last week whether the President has the power to put Mr. King on the FCC while the Senate is recessed for the conventions. A half-dozen legal opinions were received from as many "experts." In any case, the White House spokesman said, such an appointment is not contemplated—which means the commission will operate with six members at least until September.

Under Senate rules, since the current recess is for more than 30 days, the nomination of Mr. King will be returned to the White House and must be resubmitted in August. Although a recess appointment was planned eventually, the name was sent to the Senate before adjournment to assure that Mr. King could draw the $20,000 annual salary of a commissioner. Title 5, Section 56 of the U.S. Code provides that no money shall be paid to a recess appointee until confirmed by the Senate if the vacancy for which he was appointed existed 30 or more days prior to *sine die* adjournment. An exception, covering the present situation, provides for the appointee to be paid during adjournment if his name was pending before the Senate at the time of adjournment.

The present vacancy was created in the middle of March when former FCC Chairman John C. Doerfer resigned. The President first appointed Edward K. Mills Jr. to succeed Mr. Doerfer, but Mr. Mills' name was withdrawn after a conflict of interest was disclosed by the nominee himself (BROADCASTING, May 23).

Dean King's name first entered the speculation as to who would be appointed to the commission some three weeks ago (CLOSED CIRCUIT, June 13). After being tapped by the President last week, Mr. King said that he had no idea who proposed his name for the FCC. He said that he has known David Kendall, White House aide who handles such appointments, for over 15 years and that Mr. Kendall is the only person from the White House staff to contact him. Mr. Kendall also is a native of Michigan.



FCC APPOINTEE KING
Waits 'sine die' adjournment

Administrator Extraordinary ■ In 1944, the fortunes of the Detroit College of Law almost had reached the point of no return and the school was about to have to close its doors. In a move to keep the classrooms from being locked permanently, the board turned to one of the school's young graduates and faculty member to place the college back in the good graces of lawyers and prospective students.

That the selection of Mr. King as dean and chief executive officer was a wise choice is self-evident through the tremendous advances made by the college under his administration. During his tenure, the college has been fully accredited by the American Bar Assn. and the Assn. of American Law Schools. The student body has grown from 68 to 550 and there are now 24 faculty members compared to five in 1944.

Charles Henry King was born in Gulfport, Miss., Aug. 8, 1906. Young Mr. King did not have much trouble choosing his life profession as his father, grandfather and great grandfather all were lawyers. After completing elementary school in Bradford, Pa., and high school in Detroit, he entered the law school which he now heads.

While an undergraduate he wrote a book, *An Outing of Evidence*, which sold enough copies to pay his final year's tuition. "I still see a copy of it lying around every once in awhile," Mr. King said last week. He received his LL.B degree from the Detroit College of Law in 1933 and immediately went into private practice in that city. "In those days you took whatever you could get," Mr. King mused when asked if he specialized in his practice.

Two years after graduation, the newly-appointed commissioner joined the College of Law faculty on a part-time basis and in 1937 returned to his alma mater as a fulltime professor. In 1939, he began commuting to Ann Arbor for graduate work at the U. of Michigan and received his masters degree in law in 1940.

He has been with the law college ever since, the last 16 years as the school's administrative head. Dean King also has practiced law on the side, mostly appellate cases before the Michigan

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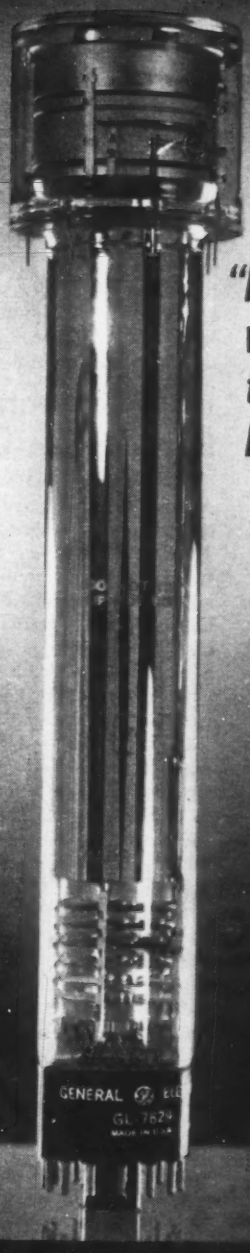

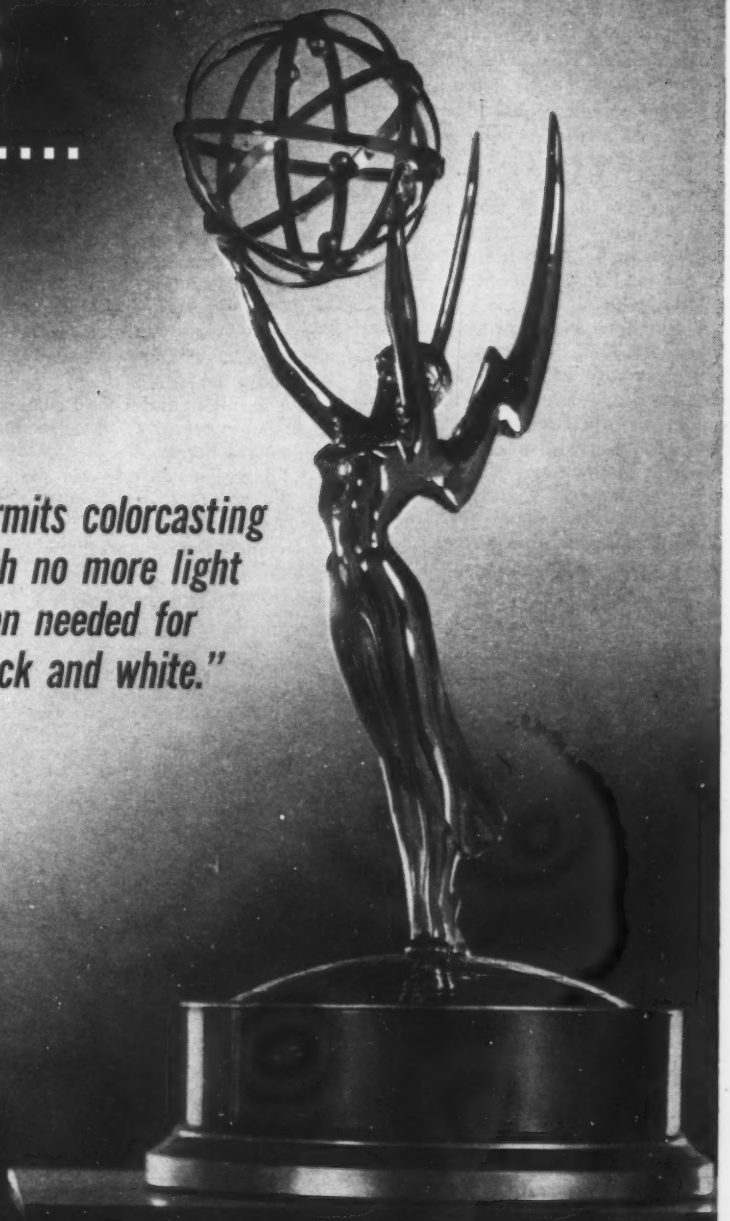

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Supreme Court. In addition, he has gained state renown as the author of several legal articles published in law periodicals. In 1946, he received wide recognition for an article on Michigan law during the war years, designed to bring returning servicemen-lawyers up to date on state legal developments.

GOP Activities ■ Mr. King has been an active Republican in state circles and in 1952 headed the Michigan Robert A. Taft for President Club. That same year, he also was an unsuccessful candidate for the state supreme court. "I was highly unsuccessful," he remembers. He has never been a candidate for nor held any other elective or appointive political office.

A neophyte to the broadcasting industry, Mr. King freely admits that his only experience with radio and tv has been an occasion stint in front of the camera or microphone on panel or news shows. He also disclaimed any particular knowledge of the unique problems of the FCC and the industry it regulates. The commission's annual summer hiatus was well received by the new commissioner as a chance to give him time to "bone up" on commission activities.

"The August recess certainly will give me a long period during which I can acclimate myself, get my feet on the ground and learn what the FCC is all about," Mr. King said. "I'm sure the problems before the commission are going to be new to me and will require a great deal of homework on my part to act intelligently."

Mr. King, who is taking a leave from the college to serve on the FCC, tentatively plans to come to Washington about July 15 although the date he will be eligible to be sworn in is still indefinite. When asked if he would be susceptible to a full seven-year appointment to the FCC if the Republicans win in November, Mr. King said only "That's a bridge I am going to have to cross when I come to it." His present plans, he pointed out, are to return to Detroit College of Law when the Doerfer-Mills-King term expires a year from now.

Dominoes, Golf Are Hobbies ■ "Is there anybody in Washington who plays dominoes?" Mr. King asked while being interviewed about his new job. He confessed that a friendly game just about every day with his lunch will be one of the things he will miss the most upon leaving Detroit.

Mr. and Mrs. King (the former Ouida Jolls of Detroit, whom he married in 1933) enjoy a round of golf together as often as possible. He shoots in the high 80's, about 10 strokes better than Mrs. King's usual score, and is on the board of directors of the Colony Gowanie Golf Club.

HARTKE SEEKS STUDY OF FCC

Charges 'chaos' in spectrum allocations

There is "chaos" in many parts of the telecommunications field and "serious overlapping" by government agencies, Sen. Vance Hartke (D-Ind.) said in introducing last week a resolution (SJ Res 211) calling for a five-man Commission on Organization of the FCC & Telecommunications Management to study:

■ The organization and method of operation of the FCC and the laws applicable to that agency;

■ The allocation, management and control of the radio spectrum under the Communications Act to determine how the frequencies may be used to the maximum degree;

■ The role of the federal government in management of U. S. telecommunications resources;

■ The organizational setup for carrying out government responsibility, particularly the "division of responsibility" under the Communications Act to determine whether changes should be made in existing organizations and/or the law to improve management of such resources.

■ Present FCC methods and procedures used in carrying out its broadcast and non-broadcast functions to determine if any changes should be made to insure "efficient and orderly administration."

Two members of the five-man group would be appointed by the President, one by the FCC, one by the president of the Senate and one by the speaker of the House, and would make a report and recommendations to the President within six months on any changes it feels are needed in the FCC or other government agencies. An identical report, leaving out classified data, would be made to Congress.

Sen. Hartke, a member of the Senate Communications Subcommittee, said the FCC is "hampered by split decisions and by lack of power to function in some fields of communications, sharing authority with a variety of agencies."

Radio transmissions to and from outer space are overcrowding an already-overcrowded field, he said, adding that "no single individual or group of individuals knows what parts of the broadcast band are being used and on whose authority." He said he planned to offer "some kind of legislation" next year to try to "straighten out" communications problems, but that, meanwhile, a study is "essential."

Sen. Hartke said the radio communications field has "grown like Topsy," with overlapping of agencies and of civilian and military control. Legislation of "some kind" must come soon, he said, "perhaps centralizing authority and clarifying development."

Sen. Hartke's resolution differs from resolutions introduced last year by Sen. Warren G. Magnuson (D-Wash.) and Rep. Oren Harris (D-Ark.), chairman respectively of the Senate and House commerce committees, in that the two resolutions last year (S J Res 76 and H J Res 331) did not call for study of the FCC organization and functions. S J Res 76 and R J Res 331 envisioned possible reallocation as between government and non-government uses. Sen. Hartke's proposal is in more general terms. Magnuson and Harris proposals provided for appointment of a five-man commission by the President, who would appoint only two members under Sen. Hartke's plan. The Hartke resolution also differed substantially from a resolution (H J Res 292) introduced last year by Rep. William Bray (R-Ind.). No action was taken on any of the proposals of last year.

FCC says ch. 10 STA is in public interest

The reversal by the U.S. Court of Appeals last February of an FCC special temporary authorization to WABF-TV Baton Rouge was a special case involving special circumstances. It has not affected commission policy concerning temporary grants in comparative cases.

The FCC made this point last week when it filed opposition in U.S. District Court to a stay against an STA in the Vail Mills ch. 10 case. Requested by co-applicant, Veterans Broadcasting Co., the stay to a temporary grant made in 1957 to Capital Cities Broadcasting Co. for operation on WTEN (TV) charged that continued operation of the station would deprive Veterans of a fair and imparital hearing.

The commission told the court that the operation of WTEN on a temporary basis is in the public interest, providing needed service to the Vail Mills area. There is no similarity between Vail Mills and the Baton Rouge case, the FCC affirmed. Baton Rouge, the court was told, involved a different set of legal and factual situations which are not present in this proceeding. The commission again reiterated that "no effect whatsoever will be given to any expenditure of funds by WTEN pursuant to temporary authorization. . . ." The commission said that the grant was made on a temporary basis with the understanding "that such operations must cease as soon as any perma-

nent grantee is ready to go on the air."

Oral argument before the court has been set for July 7.

In a tentative vote taken May 27 after FCC oral argument, the commission favored Capital Cities in staff instructions.

An August 1959 initial decision by Hearing Examiner J.D. Bond to Capital Cities took note of the fact that five congressmen are minority stockholders in the company and made it "manifestly superior" in the area of civic participation. This decision was denounced as "political payola" by Sen. William Proxmire (D-Wis.) on the Senate floor (BROADCASTING, June 27).

WHO OWNS KRLA? FCC to seek answer in renewal hearing

Because of past programming, contests and promotions and a question in the FCC's mind as to who actually owns the station, KRLA Pasadena, Calif., is going to have to face an FCC hearing on its application for license renewal.

In announcing the hearing last week, the commission set the following issues, among others, to be resolved: whether program proposals made by the present licensee, Eleven Ten Broadcasting Corp., when it purchased the station were given in good faith; a September 1959 "find Perry Allen" contest and the manner it was conducted; whether program logs were altered to show religious programs that were not actually broadcast, and whether the actual owner is Donald Cooke, as listed in FCC records, or his brother Jack Cooke, a Canadian citizen.

Donald R. Cooke, a station representative, purchased KRLA (then KXLA) last March for $900,000 from Loyal King (BROADCASTING, March 30, 1959). When he took over operation of the station the following September, KRLA programmed for three days only a continual stream of announcements heralding the change. Regular programming began with "KRLA's Top 50 tunes", *Rocket News*, chiefly one sentence bulletins delivered in high-pitched staccato and separated by wailing whistles and time signals (AT DEADLINE, Sept. 7).

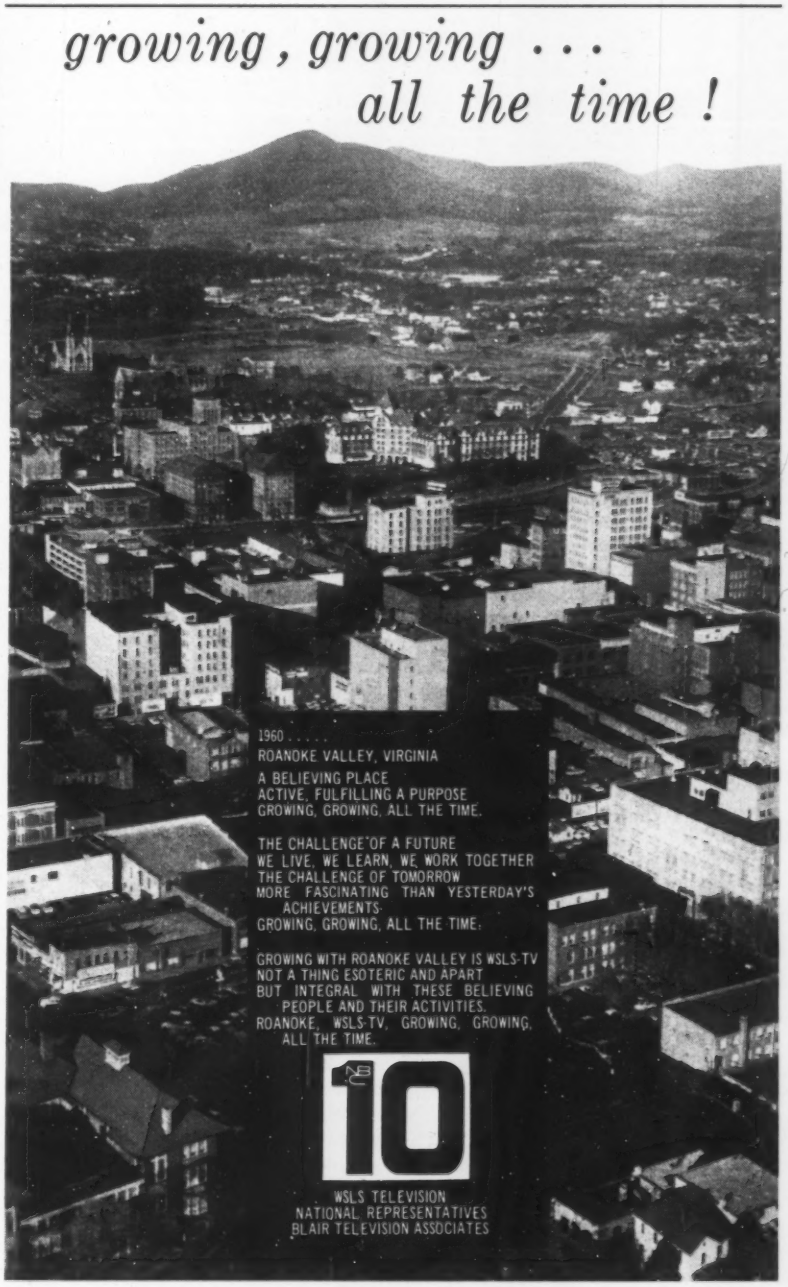
The station also held a "find Perry Allen" contest to focus the spotlight on a new disc jockey. On the Allen contest, the commission stated in a Sec. 309 (b) letter late last year that KRLA has admitted Mr. Allen actually was working for WKBW Buffalo, N.Y., on Sept. 4, 1959, the same day, the commission charged when KRLA stated over the air that he could be found in a Los Angeles restaurant (BROADCASTING, Dec. 21, 1959).

(Mr. Allen was "found" in Buffalo by representatives of KFWB Los Angeles. KRLA at first refused to pay the prize money to KFWB, later gave Robert Purcell, president of KFWB, a check for $10,000.)

The FCC announcement also questioned whether the new KRLA owner ever intended to fulfill the programming promises made at the time the transfer application was filed with the commission. A final issue will be whether Jack Cooke, an alien, actually owns and controls the station in violation of FCC rules. Date for the hearing has not been set.

FCC switches course on field strengths

Signals were changed by the FCC for the third time last week in its proposed rulemaking to adopt new field strength tropospheric curve charts for vhf channels as part of an over-all plan to reduce mileage separations (BROADCASTING, June 13, May 9). Covered in last week's change were the upper-band (chs. 7-13) vhf channels only. This action supersedes an earlier change in all 12 vhf channels, announced early in May, for the upper band only with curves for chs. 2-6 remaining the same in the lower band.


growing, growing . . .
all the time !
1960 . . . . .
ROANOKE VALLEY, VIRGINIA
A BELIEVING PLACE
ACTIVE, FULFILLING A PURPOSE
GROWING, GROWING, ALL THE TIME.
THE CHALLENGE OF A FUTURE
WE LIVE, WE LEARN, WE WORK TOGETHER
THE CHALLENGE OF TOMORROW
MORE FASCINATING THAN YESTERDAY'S
ACHIEVEMENTS
GROWING, GROWING, ALL THE TIME.
GROWING WITH ROANOKE VALLEY IS WSLS-TV
NOT A THING ESOTERIC AND APART
BUT INTEGRAL WITH THESE BELIEVING
PEOPLE AND THEIR ACTIVITIES.
ROANOKE, WSLS-TV, GROWING, GROWING,
ALL THE TIME.
10
WSLS TELEVISION
NATIONAL REPRESENTATIVES
BLAIR TELEVISION ASSOCIATES

PAYOLA STEAMROLLER DETOURED

Senate to hold hearing on controversial sections of House bill

The Senate last Wednesday slammed the brakes on a snowballing, catch-all payola bill (S 1898) that had passed the House with ease the day before. Chairman John O. Pastore (D-R.I.) of the Senate Communications Subcommittee said his group will begin hearings in early or mid-August on provisions in the measure which would authorize the FCC to suspend broadcast licenses for up to 10 days and impose fines of up to $1,000 a day for misbehavior.

During House debate on the bill, members had batted down several floor amendments—submitted by congressmen sympathetic to broadcasters—which would have softened or modified the controversial suspensions and forfeitures. Before their overwhelming approval of the bill by a standing vote (208 to 15), they also voted down two attempts led by Rep. John B. Bennett (R-Mich.), ranking Republican on the House Commerce Committee and its oversight subcommittee, to write amendments into the bill for FCC regulation of the networks.

The Senate's recognition of the controversy over the suspension and forfeiture provisions and Sen. Pastore's decision to hold hearings does not mean the bill is dead. The August hearings are scheduled so as to give the committee time to hear testimony on the controversial sections and make recommendations to the full Senate on what action it feels should be taken.

House Debate ■ The almost solid House approval of the bill came after debate spread over four days, which began with a 70-minute denunciation by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee and the Legislative Oversight and Communications & Power subcommittees, against *Life* magazine and the Knight Newspapers for carrying stories which charged that Rep. Harris and other congressmen had been living high on government expense accounts (BROADCASTING, June 27). The series of stories has brought drastic revision of expense account practices by House members.

In his speech which brought cheers and handshakes from both Democratic and Republican members, Rep. Harris hinted that Time Inc. and Knight, both broadcast licensees, were among the chief foes of his payola reform bill and that the stories were published in retaliation for the oversight subcommittee's exposures of irregularities or irresponsibility involving the two publishers as broadcast licensees.

Before passing the bill, the House rejected these proposed floor amendments:

■ That the $1,000-per-day forfeiture not be invoked unless a violation continues for five days after written notice has been served. By Rep. Charles R. Jonas (R-N.C.). 49 for, 90 against.

■ That the licensee be allowed to go through a show-cause proceeding before a forfeiture is ordered instead of going directly to court after the order. By Rep. Jonas. 76 for, 105 against.

■ That the forfeiture be reduced to a $200 maximum. By Rep. Jonas. Rejected by voice vote.

■ That the forfeiture provision be deleted where a licensee has defied a cease and desist order. By Rep. George Meader (R-Mich.). 64 for, 91 against.

■ That the entire forfeiture section be deleted. By Rep. J. Edgar Chenoweth (R-Colo.). Rejected by voice vote.

■ That the FCC be required to regulate (but not license) all networks of two or more stations; that the FCC require reports on network ownership and operational policies, practices and activities; that it classify networks and issue rules requiring them to operate so as not to adversely affect the ability of affiliated licensees to operate in the public interest. By Rep. John B. Bennett (R-Mich.). 16 for, 101 against.

■ Motion to recommit the bill to the House Commerce Committee with instructions to report it to the floor with an amendment that would require the FCC to license national (50-market) networks for three-year periods under conditions prescribed by the FCC in the public interest. By Rep. Bennett. 35 for, 149 against.

Amendments adopted by the House:

■ That the license suspension may be invoked only for false statements "knowingly" made, "negligent or intentional" failure to operate as set forth in the license and "negligent or intentional" violation or failure to observe laws and FCC rules. (Thus, the FCC would have to establish "knowing," "negligent" or "intentional" offenses before invoking suspension.) By Rep. John Flynt (D-Ga.). Agreed to by voice.

■ That forfeitures be invoked only where a licensee has "intelligently or intentionally" failed to operate his station substantially as set forth in his license or has "negligently or intentionally" violated or failed to observe laws and FCC rules. (The FCC would have to establish deliberate failure to operate as set forth in the license or negligent or intentional violations or failure to observe laws and FCC rules). By Rep. William Avery (R-Kan.). Agreed to by voice vote.

■ That the existing provision in the Communications Act allowing FCC members to accept honorariums be struck out. By Rep. Harris. Agreed to by voice vote. (Rep. Harris explained that this provision was non-controversial and that a bill to strike out the honorarium provision already had been approved by the Senate).

House opponents of the suspensions or the forfeitures charged these provisions were:

■ Unnecessarily harsh, especially to small stations (forfeiture).

■ Only the beginning of the "harm" that will be done. Rep. Cleveland Bailey (D-W.Va.) asked whether proponents

Ouch

At least four state broadcaster associations last week took positions against the license suspensions and forfeitures proposed in the payola bill (S 1898) passed by the House and now in the Senate.

Lee Ruwitch WTVJ (TV) Miami, president of Florida Assn. of Broadcasters representing 131 radio and 12 tv stations, urged Florida Sens. Spessard Holland and George Smathers and Chairman John O. Pastore of the Senate Communications Subcommittee to call for a hearing before passage of the "disastrous" provisions.

Tom Johnson, KTOK Oklahoma City, president of Oklahoma Broadcasters Assn., sent letters to the state's congressional delegation urging "serious and thoughtful reflection" on the problem of suspensions and forfeitures for violation of "such vague or ambiguous provisions as those now proposed."

Norman G. Gallant, WFAU Augusta secretary-treasurer, Maine Assn. of Broadcasters, wrote the Maine delegation the association is opposed to "punitive type" suspensions and forfeitures, saying the FCC already has sufficient authority to correct abuses and that broadcasters who intentionally or unintentionally violate laws and rules should have the opportunity to correct such malpractices.

John Shott, WHIS-TV Bluefield, president of West Virginia Broadcasters Assn., asked state broadcasters to register "strong opposition" to suspensions and forfeitures with their congressmen and senators.

had considered broken program and advertising contracts that would result from suspension.

■ Duplicative. Rep. John Bennett (R-Mich.) said either the suspensions or fines would be adequate for FCC sanctions, but both would be more than necessary.

■ Confers excessive power on the FCC. Rep. Ken Hechler (D-W.Va.) felt it would give the FCC power to intimidate stations because of the variablity of the maximum and minimum suspensions or fines that may be imposed. Rep. Robert Hemphill (D-S.C.) thought it would lead to bureaucracy in government.

■ Permits the FCC to impose censorship indirectly on station programming—Rep. J. Edgar Chenoweth (R-Colo.).

■ Set a precedent for other governmental agencies to ask for similar powers, especially the forfeiture provisions—Rep. George Meader (R-Mich.).

■ Excessive. Rep. Jonas proposed $200 instead of $1,000 forfeitures in an amendment which was defeated.

■ Deprives a licensee, in forfeiture cases, of show cause processes as in cease and desist orders, and forces him directly into court—where issues "will be very narrow"—without notice, without hearing and without opportunity to "interpose a defense"—Rep. Jonas.

■ Inhibits growth of small businesses (forfeiture) by imposing a fine on a small station licensee "for each day he contests and challenges" the FCC order, plus cost of litigation.—Rep. Meader.

Rep. Avery's amendments to confine suspension and forfeiture sanctions to offenses committed deliberately, knowingly or negligently would remove objections to the two provisions. He acknowledged other agencies might ask for similar sanctions, but said congressmen would "cross those bridges when we come to them."

Rep. John Dingell (D-Mich.) said the provisions will deprive no licensee of due process; that they are subject to "full and complete judicial review at every point"; and that it would be impossible for the FCC to act arbitrarily or capriciously even if it so wished.

Rep. Harris said the forfeitures provision was added to the bill so the FCC could impose that instead of a suspension where it saw fit, thus offering an alternative to taking a station off the air. The provisions not only assure that licensees carry out their responsibility, but affords them protection and proper procedure, he said. Deletion of the forfeiture provision would make the penalty more severe for the station, he said.

Harms Stations ■ Rep. Bennett, in opposing the bill, said the absence of provisions for network regulation penalizes the stations for the sins of the networks. Noting the oversight subcommittee recommended licensing of networks, he said the networks dominate tv programming, yet are not held re-

How Harris' payola strategy hit a snag

Rep. Oren Harris' stratagem for getting his multiple payola and other amendments to the Communications Act enacted without a hearing on the Senate side ran into trouble last week because of his insistence on license suspension and forfeiture features.

His House Commerce Committee's decision a few weeks ago to junk Rep. Harris' own bill (HR 11340) and graft its provision, in redrafted form, onto a Senate bill (S 1898) the House group has been sitting on since it passed the Senate last year was made in the hope the Senate would agree to the House amendments, including a virtual rewriting of an FCC pre-grant procedure designed and approved by the Senate to replace the McFarland Letter and protest provisions of the Communications Act.

REP. HARRIS

Suspension and forfeiture . . .

Whether Rep. Harris' plan might have worked became conjectural last week. The Senate Commerce Committee, apparently well briefed on the controversial nature of the suspensions and forfeitures, met Wednesday morning, the day after the House passage of the bill. The Senate group knew Senate and House leaders were at that moment in the process of deciding whether to recess at the end of last week and come back after the national political conventions to finish uncompleted legislation or to adjourn until next January.

The Senate committee decided it ought to hold hearings on the suspensions and forfeitures if Congress were to return in August. It planned to meet again the next day (Thursday) when congressional intentions about an extended session would be known. If it had been decided that Congress would adjourn instead of returning in August, the committee then planned to face the problem of whether to insist on hearings (and thus kill the bill), ask for Senate agreement on the House amendments or suggest a Senate-House conference to iron out differences.

Shortly after the Senate committee adjourned its Wednesday morning meeting the plan to return in August was announced and the committee was relieved of making that decision. Chairman John O. Pastore (D-R.I.) of the committee's Communications Subcommittee thereupon promptly announced that hearings would begin in early or mid-August on the penalty provisions.

SEN. PASTORE

. . . calls for a hearing

sponsible for programming. At the same time, he said, stations are held responsible for programming, but are unable to prevent such deceptions as tv quiz fixes and such practices as the payola and conflict of interest situations involving Dick Clark on ABC-TV. He charged that Rep. Harris refused to hold hearings on his own, milder bill for network regulation in the public interest, despite numerous requests.

The payola bill, without the network regulation provisions, is a "farce and a sham," he said. "It is mere window dressing; a sop to the public for all the big scandal headlines." He charged Rep. Harris with "sidestepping" a showdown on network regulation on grounds no hearings had been held on network regulation and said the oversight subcommittee's 3½ years of hearings provide a valid basis for legislating.

Enaction of the payola bill without network regulation, he said, "will take off the heat which has been built up by 3½ years of investigation. It will be said, and the radio and television networks will do their best to spread the word, that all the evils have been cured by this bill. The public may swallow this story and that will be the end of any reform legislation. . . .

On Payoffs ■ Rep. Bennett also assailed the bill as it covers payoffs among applicants and urged that anti-trafficking provisions (included in the network-licensing bill, HR 11340, not acted on by the House Commerce Committee) be added to the bill. The bill's provisions exempting mergers from prohibitions against payoffs exceeding actual and prudent expenses, he said, "effectively destroyed" what the subcommittee tried to do to prevent blackmail situations among applicants for new facilities. "A merger can be a form of payoff," he said, and "the same blackmail situation can occur." The bill provides a method of evading the prohibition through merger, he said.

Rep. Steven Derounian (R-N.Y.) supported Rep. Bennett's views and cited testimony by network officials that they should have exercised more diligence in the quiz rigging cases.

Answering Rep. Bennett's criticism, Rep. Harris said the committee has not yet held hearings on network regulation and transfers; that perhaps "needed changes" will have to be made.

But, he said, he is not satisfied that licensing the networks might not be the same as government control of programs.

What About Others? ■ If networks are to be regulated because they furnish most of the programming, he asked, should not independent producers be regulated when they produce programs? And how about advertisers and sponsors, who contract for the programs? Rep. Harris noted some sponsors were "deeply involved in the problems" developed by the oversight subcommittee. "I think we had better be careful," he said.

Rep. William H. Avery (R-Kan.) said the amendment proposed by Rep. Bennett provides nothing not already in the bill and thus will "accomplish nothing." If networks have been derelict, he said, he is certain they will now assume "their full responsibility." Adoption of the network regulation proposal, he argued, might result in defeat of the bill in the Senate.

Opponents of the Bennett amendment also held that since it did not provide for network licensing, it would be unenforceable.

The bill as finally passed by the House provides:

- Repeal of the existing honorarium provision for FCC members.
- Statutory authority for the FCC to grant licenses for less than 3-year periods without going through rulemaking proceedings presently needed to accomplish this purpose.
- A 30-day waiting period before FCC grant of an application for a new broadcast facility, a major change or a transfer.
- A system to replace the existing protest procedure whereby a party in interest may file a petition to deny grant

CRAVEN ON PROGRAM CONTROL

States views in letter to Sen. Magnuson

A member of the FCC last week took a verbal swipe at those who advocate government regulation of programming balance and content.

"Unfortunately, the advocates of this philosophy of government intervention in the processes of free speech are vague as to how constitutional guarantees affecting freedom of speech should be applied," Commissioner T.A.M. Craven stated last week in a letter to Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee. Commissioner Craven continued:

"While they advance the argument that radio broadcast channels are in the public domain and that broadcast licensees must operate in the public interest, they do not support this argument with any logical justification involving government intervention to enforce the 'right to speak' and the 'right to hear' in the field of broadcasting. Apparently, adopting the theory that the end justifies the means, they give little or no thought to the illegalities and the impracticalities which surround both the end and the means."

Commissioner Craven, an outspoken critic of any FCC effort to get into programming, wrote his letter to Sen. Magnuson in answer to a statement submitted by the American Civil Liberties Union on S 3171, requiring free tv time for major presidential candidates. In that statement, ACLU maintained that the FCC "should have, and energetically exercise," the power to require radio and tv to provide the means ". . . to the people's age-old constitutional right of freedom to speak and freedom to hear. The union looks forward hungrily to the day when the American people . . . will be assured of an effectively modern right [through radio-tv] to speak and to hear."

Commissioner Craven maintained that the ACLU strayed far afield from the subject matter of S3171. "As one of seven commissioners who is charged with the administration of the Communications Act, I find that the philosophy advocated by the ACLU would require that the commission take actions which to my mind are contrary to the Constitution. . . ."

Non-Existent Legal Power ■ In his letter to the senator, the commissioner said that it is abundantly clear that the FCC does not have the authority to regulate programming. He pointed out that "even the most ardent advocate of government control of radio" would not require that an auditorium be made available to someone who wanted to make a speech—or force people to go hear the speech. "And yet today," Commissioner Craven stressed, "there are those who would have the commission energetically exercise a non-existent legal power to force all broadcast stations to program so as to give maximum range and balance in subject matter and treatment of the people's constitutional right of freedom to speak and freedom to hear, apparently giving no thought to the loss of private rights which flow from a governmental act of this nature. . . .

"Aside from the abuse of constitutional rights and other possible adverse effects of government compulsion in the use of private radio property, there are practical limitations surrounding the use of broadcast stations by citizens who choose to exercise what

of an application without hearing or before a hearing begins, such petition to contain information to show the petitioner is a party in interest and that the grant would be against the public interest and to include affidavits of persons with personal knowledge of the facts alleged. The applicant would then be allowed to reply and the FCC then could deny the petition, giving reasons, or order a hearing, allowing parties in interest to participate upon qualification. The FCC could make temporary emergency grants for up to two 90-day periods, however.

- Requirement for applicants for new facilities or major changes to give notice, according to FCC rules, in the area to be served.
- Requirement for the FCC to consider whether it would be in the public interest to hold hearings in the area to be served.
- Prohibition of agreements by which one pending applicant pays another applicant for the same facility to withdraw unless approved by the FCC, the FCC first to determine that the amount involved does not exceed an amount "legitimately" and "prudently" expended by the withdrawing applicant in prosecuting his application.
- Exemption, where merger is contemplated in the agreement of the necessity for the FCC to determine whether the amount of payment is excessive.
- Authorization for the FCC to suspend stations licenses for up to 10 days for false statements "knowingly" made in applications or reports, any grounds warranting denial of an original application, "negligent or intentional" failure to operate as set forth in the license, "negligent or intentional" violation or failure to observe Communications Act provisions or FCC rules, violation or failure to observe cease and desist orders and violations of the U.S. criminal codes. Requires a show-cause order to be issued before suspension is ordered.
- Relief for a station from having to make an on-air announcement for services or property furnished free or at nominal cost unless furnished in consideration for exposure beyond that "reasonably related" to the use of such property on the broadcast.
- Authorization for the FCC to require "appropriate announcements" in the case of program material furnished for political programs or programs treating controversial issues.
- Authorization for the FCC to waive requirements for announcements where it sees fit.
- Requirement for the licensee to exercise "reasonable diligence" in seeing that announcements are made when required.
- Requirement for station employees, networks and their employees, independent program producers and their employees or other non-licensees to inform the licensee of cases where payments or other services or property are furnished and an announcement is required and requires those who make payments or furnish property to do the same, with penalty of a $10,000 fine and a year's imprisonment.
- Authorization for the FCC to impose fines of up to $1,000 a day on a broadcaster who "negligently or intentionally" fails to operate substantially as set forth in his license or "negligently or intentionally" violates or fails to observe provisions in the Communications Act or FCC rules, or who violates or fails to observe an FCC cease and desist order.
- Prohibition of any person from helping contestants in broadcast contests of intellectional knowledge or intellectual skill to influence the outcome; prohibits persuasion, bribery or intimidation to cause a contestant to refrain from using his skill or knowledge in such a contest; prohibits deceptive plans to prearrange the outcome of such contests and games of chance; prohibits participation in producing or broadcasting a program knowing such deceptions are taking place. Penalty for violations: $10,000 fine and a year's imprisonment.

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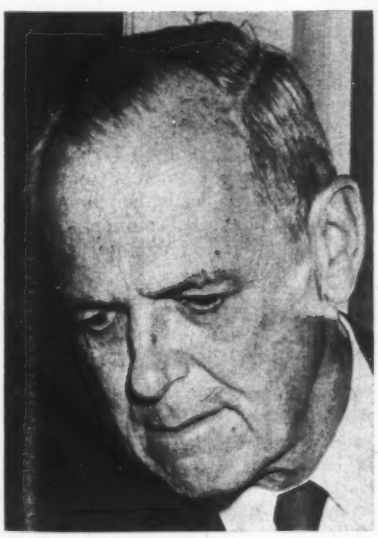
they consider to be their constitutional rights to address the nation over this modern medium for mass communication. One does not need the mind of a mathematician to understand that there are insufficient channels and time to permit all persons to use such limited facilities."



T.A.M. CRAVEN
Hits at regulators

It is obvious, Commissioner Craven continued, that careful discretion must be exercised as to when and for whom stations should be made available. "And who is more qualified to exercise this discretion—seven government representatives sitting in Washington who logically cannot be appraised of the needs and desires of the many heterogenous communities . . . or the licensees who must meet the needs of the persons they serve in order to survive?" Commissioner Craven asked.

"The answer is inherent in the question. Nevertheless, advocates of government control of expression would have the commission substitute its judgment for that of the licensees of the stations. Apparently, no concern is given to the fact that such substitution could be accomplished only through arbitrary action on the part of the commissioners and by the most flagrant disregard of the licensees' primary responsibility."

The FCC can best exercise its statutory functions by requiring licensees to set forth reasons for believing their programming is geared to the public interest, Commissioner Craven said. By following such a course, the commission would not be passing upon program contest or balance or arbitrarily deprive the licensee of freedom of expression, he stated. "Nor would the commission be usurping authority in areas from which it is precluded by the Constitution and the Communications Act," he concluded.

Commissioner Craven asked that his statement be incorporated in the files of the Commerce Committee.

Vhf booster measure goes to White House

The Senate last week concurred with a minor House amendment to a bill (S 1886) to legalize vhf tv boosters and the legislation went to the White House.

The bill excepts vhf tv boosters from the Communications Act requirement that transmitting apparatus of broadcasting stations must be operated only by persons holding an FCC operator's license. It also authorizes the FCC to waive the requirement for a construction permit for vhf boosters now in operation.

Meanwhile, the FCC last week extended the period of "grace" for existing vhf booster stations 30 days from June 30 (Thursday). The Senate originally passed the bill Sept. 9, 1959, and it was approved by the House June 24, with amended language.

JUST ANOTHER PART OF TV

Video tape not motion picture, court says

A New York State Supreme Court justice has ruled that under United Scenic Artists' contracts with the three tv networks, video tape is just another part of television broadcasting and does not involve work entitled to extra pay.

Justice Samuel M. Gold made the ruling in staying arbitration proceedings sought by the Scenic Artists' New York Local 829 against NBC, CBS and ABC. The union had claimed that video tape productions are in the same category as motion picture productions and therefore should be governed by motion pictures' higher pay rates.

In denying this claim Justice Gold noted that the union contracts with the networks, signed in November 1958, deal with employment "in connection with [the networks'] operations in television broadcasting in New York City," and that video tape at that time was already a part of the networks' television operations.

On the union's claim that video tape and film productions are closely akin, Justice Gold had this to say: "It is to be noted . . . that motion picture film is produced in motion picture studios and that the use of motion picture cameras and equipment is required, whereas video tape recordings are produced in television studios with television cameras and equipment."

The decision denied, too, the union's contention that the contracts were limited to live broadcasting. The union had advanced this claim as another argument for exempting vtr from the contract provisions.

FCC error claimed in Rochester grant

A long time controversy centering on the late Frieda Hennock, former FCC Commissioner, and her participation in the 1953 FCC sharetime grant of ch. 10 in Rochester, N.Y., has once again been brought before the commission. Federal Broadcasting System, licensee of WSAY Rochester, losing applicant in the 1953 grant, last week protested the license renewals of sharetimers WVET-TV and WHEC-TV on the basis of the Hennock affair.

Minutes of the FCC meeting at the time the grant was made showed the vote to be 3-3 but a final decision was granted on a 3-2 vote with Miss Hennock abstaining. Miss Hennock later told the House Legislative Oversight Subcommittee that a legal quorum was not present. Although not voting, she issued a strong dissenting opinion saying that the grant was "the worst thing that ever came out of the commission." BROADCASTING, April 7, 1958).

Federal told the commission it had received a letter from Rep. John E. Moss (D-Calif.), member of the oversight subcommittee, which "shows that the renewals were improperly issued and . . . not in the public interest." Federal said Rep. Moss received a letter from FCC Chairman Frederick W. Ford on May 4, "which shows Miss Hennock to have been present during the vote . . . when in fact she had been absent."

Federal quoted the following excerpt from Mr. Ford's letter:

"Following the March 11th meeting, it was the understanding of the Minute Clerk . . . that Commissioner Hennock was not participating in consideration of the Rochester ch. 10 applications . . . Notations listing [her] as not participating were prepared . . . but Miss Hennock's legal assistant called the clerk and informed her . . . that the entry was to show Commissioner Hennock as abstaining from voting . . . It appears however that during consideration of the Rochester ch. 10 applications Commissioner Hennock was absent from the meeting room intermittently and hence, under the standard terminology used to describe such a status, was not participating."

Federal told the commission the court of appeals had treated Miss Hennock as being physically absent from the meeting room. If, as it now develops, she was both present and absent intermittently, the affirmative vote of three members of the FCC was not the affirmative vote of the majority present, Federal asserted.

IN THE HILL HOPPER

Here are capsulated versions of new legislation of interest to broadcasters and advertisers:

HR 12625. Rep. Joseph E. Karth (D-Minn.)—outlaw practice of advertising or offering a product for sale at less than its delivered cost (for purpose of inducing customers to come to a place of business). Provides for recovery of triple damages to competitors injured by such "loss leader" or "bait advertising" practices and for injunctive relief through the courts. Penalty, $5,000 and a year's imprisonmnt. June 14. Judiciary Committee.

HR 12655. Rep. John Brademas (D-Ind.)—repeal the manufacturer's excise tax on radio and tv sets. June 15. Ways & Means Committee.

HR 12662. Rep. Joseph E. Karth (D-Minn.)—prohibits advertising claims falsely representing that a product is being offered at wholesale price. June 15. Commerce Committee.

HR 12758. Rep. Philip J. Philbin (D-Mass.)—permit tax-exempt organizations to engage in propaganda or in influencing legislation if the purpose of such practices is relevant to the purposes which qualify such organizations for tax-exempt status. June 21. Ways & Means Committee.

HR 12831. Rep. John Dingell (D-Mich.)—term as "misleading" the advertising of prescribed drugs by brand name if the brand name is not also accompanied by the generic name of the drug. June 27. Commerce Committee.

New temporary grant for ch. 9 Baton Rouge

Ch. 28 WAFB-TV Baton Rouge, La., last week received its second special temporary authorization from the FCC to operate on ch. 9 pending a final grant for regular operation. The special authority is for 90 days, or until a regular grant is made for operation on ch. 9. Modern Broadcasting Co., which owns WAFB-TV, is the sole remaining applicant for the vhf channel and holds a favorable initial decision (BROADCASTING, June 20).

The U.S. Court of Appeals in Washington had upset an earlier FCC temporary authorization for operation on ch. 9 by WAFB-TV pending the outcome of a comparative hearing (BROADCASTING, Feb. 15). The channel was reallocated to Baton Rouge following its removal from Hattiesburg, Miss. A second applicant for ch. 9 Baton Rouge, Community Broadcasting Co. (WIBR), had its application dismissed, receiving out-of-pocket expenses and an option to purchase 20% of Modern.

On policy group

The two most important senators to broadcasting—Sens. Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.)—have been appointed to the Democratic Policy Committee by Senate Majority Leader Lyndon B. Johnson (D-Tex.). Sen. Magnuson is chairman of the Senate Commerce Committee and Sen. Pastore heads the committee's Communications Subcommittee. The policy group clears legislation for Senate consideration.

Broadcasters oppose FCC Conelrad plans

Broadcasters don't like the FCC's proposal which would require them to install standardized Conelrad alert signal equipment (BROADCASTING, May 2, March 21). This was the indication from over 30 new comments on the proposals which have been filed with the commission.

In general, all broadcasters were

concerned about the added cost of the new equipment which is estimated anywhere from $150 to $500. Both NBC and CBS favored the rulemaking idea, but stipulated that it should be discarded if cost to station owners is too high. ABC supported the NAB comments which show that cost of the equipment can run as high as $1,500 and would cost the broadcast industry some $10 million.

The proposed rulemaking would make all stations install equipment making automatic broadcast of the Conelrad attention signal and the triggering of public receivers. KHF-AM-FM Wichita, Kan., stated that the plan adds "more to the burden" already borne by broadcasters. WCCO-AM-TV Minneapolis stated that, in general, there are no receivers which can receive the proposed attention signal.

Deadline for comments was June 13.

Government briefs

Common carrier hearing ■ FCC has granted protest of Springfield Television Broadcasting Corp (WRLP [TV] [ch. 32]) Greenfield, Mass., and designated for hearing applications of New England Microwave Corp., to provide common carrier tv relay service to a catv system at Athol, Mass. The commission authorized New England Microwave to continue construction pending a final decision.

Idaho grant ■ The FCC has granted an application for ch. 10 in Pocatello, Idaho. The grant was made to Sam H. Bennion, sole owner, who proposes to operate the station with power of .595 kw visual and .296 kw aural. Mr. Bennion, a petroleum distributor, has also applied for tv stations in Idaho Falls (ch. 8) and Twin Falls (ch. 13), both Idaho.

Site change ■ The FCC has granted WKZO-TV Kalamazoo, Mich. an application to change its transmitter site. The station's transmitter will now be located 22 miles north of Kalamazoo and 18 miles south of Grand Rapids. It will be changed from a location 7 miles north of Kalamazoo and 32 miles south of Grand Rapids. In making the grant to WKZO-TV, the commission denied a petition by WKNX-TV Saginaw, Mich., which sought to withhold action or deny the Kalamazoo request.

Two repeaters ■ Grants were made by the FCC last week for two Minnesota translator stations. Owned by Leech Lake Tv Corp., the new stations will translate programs of KDAL-TV and WDSM-TV, both Duluth. Operating on chs. 72 and 76, the repeaters will be located in Walker, Minn.

Kahn comments ■ Kahn Research Labs Inc., Freeport, L.I., N.Y., has won a point with the FCC. Its petition for rulemaking to permit am stations to operate with a compatible single sideband will be the subject of further FCC study (BROADCASTING, Jan. 25). The commission has invited comments by Sept. 30 on the Kahn petition. The firm claims that its system will better reception, with less interference, by existing receivers without modification. FCC now seeks answers to specific questions concerning the need and desirability for the proposed rulemaking.

No extra ID ■ A request for a waiver of rules to allow WJPB-TV Harrisonburg, Va., to identify itself with two other cities has been turned down by the FCC. The ch. 5 station sought to identify itself as Harrisonburg-Staunton-Waynesboro.

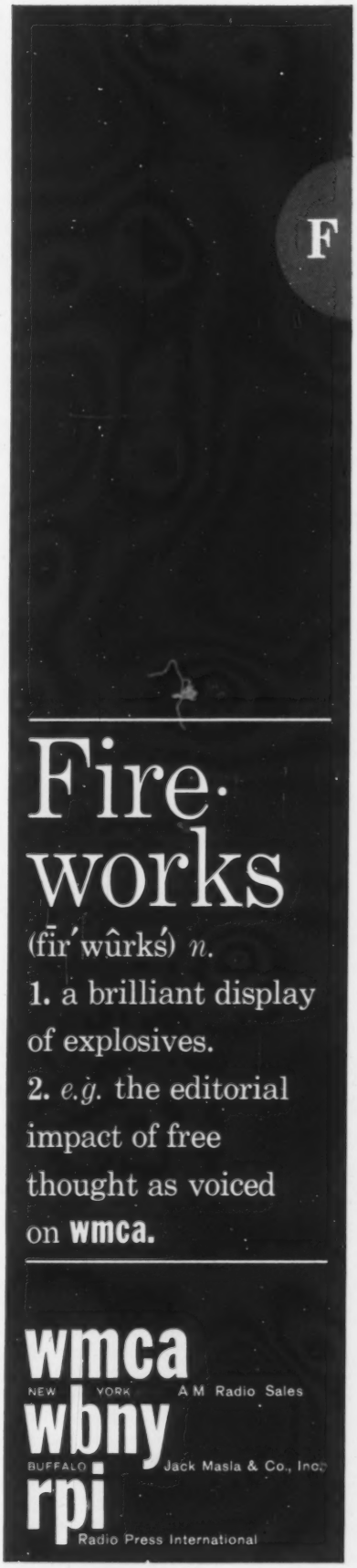
More on towers ■ At the request of Storer Broadcasting Co., the FCC has extended to July 19 the time for reply comments to its rulemaking proposal regarding construction, lighting and marking of antenna structures. The commission has proposed amending the rules to eliminate the Airspace Panel and give its authority over antennas to the Federal Aviation Authority.

Court upholds FCC's Red party questions

By a 2-1 vote, the U. S. Court of Appeals in Washington last week upheld the FCC's right to ask the holder of a broadcast license whether or not he has ever belonged to the Communist Party or any organization advocating the overthrow of the U. S. government.

The question of the commission's right was put to the court by Morton Borrow, holder of a first class operator's license and employed by WPEN Philadelphia, whose application for license renewal was dismissed in December 1959. Mr. Borrow refused to answer the two questions and asked for a hearing which was granted. After revocation of his first class permit, he appealed to the court (BROADCASTING, May 30).

The court majority, Chief Judge E. Barrett Prettyman and Circuit Judge Wilbur K. Miller, said "it would be difficult to imagine" a question more relevant or more material to the qualification of a radio operator than the one on seeking to overthrow the government. Power to use radio should not knowingly be granted to those advocating such action, the court ruled. Dissent was issued by Circuit Judge George T. Washington who said FCC should not be empowered to deny a man his livelihood and hit the "flimsy framework" of the commission case.



WHAT'S NEW ON DAYTIME TELEVISION

Network plans for fall show there are few changes in store

Weekday television is shaping up for the fall with program shuffles on each network. New serials are born to replace those that die. A mobile tape show is added by one network as a similar series is scuttled by another. Two game shows will have their first time out this fall on separate networks, and a morning variety show is leaving. Otherwise, viewers will have roughly the same selection of games, drama and reruns they are used to. One standard, *Queen or a Day*, is sure to remain but its dial address is uncertain between ABC-TV, which made a deal to get the show, and NBC-TV, which has it now and intends to keep it.

Major changes in the three schedules are noted below, followed by the Monday-through-Friday, 7 a.m. to 6 p.m. lineups.

ABC-TV to fill a new hour at the top of its card, ABC is doubling *Day In Court*, adding a "morning session" in the 11-11:30 leadoff spot, and programming a new afternoon series, *Road to Reality*, at 2:30-3 p.m. Two established afternoon hours are being acquired, while two others will be struck. *Love That Bob* moves from 12:30 to the half-hour 60 minutes earlier. The network had announced for this spot a new serial, *Hope Springs*, but this apparently has been abandoned with intended acquisition of *Queen For a Day*. Reruns of *The Texan*, currently on the CBS nighttime schedule, replace *Restless Gun*, 12-12:30, the latter banished. ABC wants to start *Queen For a Day* in the 12:30 half-hour beginning Oct. 10 but is prepared if necessary to fill with something else until expiration of the NBC contract at the end of the year. NBC is contesting ABC's announced acquisition of *Queen*, holding it has a verbal agreement for renewal (BROADCASTING, June 27). The rest of the current ABC schedule stands, with *Road to Reality* in for the *Gale Storm Show*, which is dropped in the fall.

CBS-TV ■ Three new half-hours, a game and two serials highlight the fall lineup (BROADCASTING, June 27). The game, *Video Village*, replaces at 10:30-11 a.m. Jack Linkletter's mobile tape show, *On the Go. Far Horizon*, which may show up at 11:30 under a different title, and *Full Circle* are the new 30-minute serials, the latter already on the air instead of *For Better or Worse*, which left the network last month.

NBC-TV ■ Changes are localized in the afternoon, with *Queen For a Day* moved to the end half-hour of the day, 4:30-5 p.m., and a new entry, *The Jan Murray Show* subtitled *Charge Account*, substituted at 2-2:30. This is described as a game with elements of comedy and marks the return of the old *Treasure Hunt* m.c. after that show was cancelled in last fall's purge of prize programs. The network is enthusiastic about another addition, *Here's Hollywood*, which will tour the film capital on tape, presenting interviews, fashions, fan news, interior decorating and film-location features. *Here's Hollywood* goes in at 4-4:40 p.m. in the place of *Comedy Playhouse* reruns which will be seen no more. *Make Room for Daddy*, 3:30-4 p.m. reruns of the *Danny Thomas Show* now on lately on CBS-TV Monday nights, will replace *From These Roots*, which is being dropped.

1960-61 NETWORK DAYTIME SCHEDULE
(Monday through Friday)

	ABC-TV	CBS-TV	NBC-TV
8-8:30		News (8-8:15)	Today (7-10)
8:30-9		Captain Kangaroo (8:15-9)	〃
9-9:30			〃
9:30-10			〃
10-10:30		December Bride	Dough Re Mi
10:30-11		Video Village	Play Your Hunch
11-11:30	Day in Court	I Love Lucy	Price is Right
11:30-12	Love That Bob	Far Horizons	Concentration
12-12:30	The Texan	Love of Life	Truth or Consequences
12:30-1	Queen for a Day	Search for Tomorrow (12:30-12:45)	It Could Be You
		Guiding Light (12:45-1)	
1-1:30	About Faces	News (1-1:05)	

	ABC-TV	CBS-TV	NBC-TV
1:30-2		As the World Turns	
2-2:30	Day in Court	Full Circle	Jan Murray Show
2:30-3	Road to Reality	Houseparty	Loretta Young Theatre
3-3:30	Beat the Clock	The Millionaire	Young Dr. Malone
3:30-4	Who Do You Trust	Verdict Is Yours	Make Room For Daddy
4-4:30	American Bandstand	Brighter Day (4-4:15) Secret Storm (4:15-4:30)	Here's Hollywood
4:30-5	〃 〃	Edge of Night	Queen For a Day
5-5:30	〃 〃		
5:30-6	Action-Cartoon Strip		

WGN-TV to syndicate Notre Dame football

The U. of Notre Dame will televise all its football games this fall on a national delayed basis, with WGN-TV Chicago's syndication sales department handling sales and distribution rights for the video taped versions.

For Notre Dame, it will mark the second straight year of delayed telecasts. For the Tribune Co.'s station, it will assay WGN-TV's first solid entry in the vtr syndication field. Among other properties slated for distribution: the award-winning *Great Music from Chicago* and *The Blue Fairy*. Over 100 stations are expected to carry the 1960 ND football schedule.

A third principal in the agreement is Newspix Inc., N.Y., which will provide transmission and network facilities. The fourth: Notre Dame's own commercial property, WNDU-TV South Bend, Ind.

Plans were announced Thursday by Thomas Hamilton, general manager of WNDU-TV; Mickey Greenman, president of Newspix, and Edward W. (Moose) Krause, ND athletic director.

The telecasts will be produced by WNDU-TV and video taped for delayed playback, in most cases for Sunday televiewing. Harry Wismer will handle play-by-play and Mr. Krause the color background. Games will be edited to one complete hour with every play and will be offered for sponsorship. The telecasts will run Sept. 24 through Nov. 26.

The fight box office

TelePrompTer Corp., New York, announced last week that more than half a million spectators paid a record $2,274,662 to view the closed circuit telecast of the Patterson-Johansson

Is a charity telethon worth it?

Is a charity telethon worth the effort?

The National Foundation (polio, arthritis and birth defects) and WTTG (TV) Washington were asking themselves this question last week after a detailed accounting was made public of the expenses and donations involved in a 14-hour Jan. 9-10 telethon that the station aired for the cause. The results:

Contributions—$6,000 from the studio audience, plus $16,000 from viewer pledges (viewers actually pledged a total of $41,000, but later $25,000 worth couldn't be collected); expenses—$21,850; net profit for the charity—$150.

Where did all the money go? Officials felt that was a question, considering the fact that WTTG donated $9,600-worth of air time, station talent participated in various promotions and extensive free facilities and cooperation were given by local food and transportation firms, hotels, the telephone company and others.

According to the National Foundation's accounting for the total of $21,850 in expenses, $5,000 was spent for talent on the show, headlined by Eddie Bracken and John *(Sheriff of Cochise)* Bromfield, plus about 20 others; $3,500 went to WTTG to reimburse the station for union personnel (weekend overtime) and other technical expenses; $2,500 as fee to telethon producer Chris Sheldon; $1,000 as fee to Kodinskey Telethon Consultants, New York; $1,500 for rental of George Washington U.'s Lisner Auditorium, plus $500 to adapt the auditorium to telethon use; $1,000 fee to Theatre Authority; $750 fee to William Morris Agency; $500 to telephone company for 90 phones to use on air for collecting pledges (bill was actually $3,700, but the phone company said to forget $3,200 worth of it); $1,200 for orchestra, and $4,400 for incidental expenses such as press luncheons, art work, mailings and long distance phone calls to arrange talent and other details.

Frederick Rummage, executive director of the Metropolitan Washington Committee of the National Foundation, considered the telethon was, overall, a success. He praised Producer Sheldon and commented, "for a UGF (United Givers Fund) town, I think we did a good job. Only an extremely poor percentage of collection of pledged contributions (about 39% as compared to the national average of about 85%) prevented a financial success—which wasn't our only objective. Publicity, too, was a goal and we accomplished that."

WTTG officials were reluctant to be quoted, but unofficially it appeared that the chances of any future telethons are nil.

heavyweight championship bout on June 20.

Irving B. Kahn, TPT president, said that virtually complete reutrns from 229 viewing locations indicate that 484,894 paid admissions accounted for gross reecipts of $2,251,162. In addition, he said, the closed-circuit telecast beamed to 13 community antenna systems will raise the gross to $2,274,662. He said that other sources, such as radio, motion picture and foreign tv, will raise the gross by at least $450,000.

Detroit specialty fm

Jazz fans and classical music connoisseurs will each have fm stations devoted to their interests in Detroit soon. WABX (FM), which schedules only concert and classical music, went on the air May 4. WIPE (FM), with an all-jazz format, expects to begin broadcasting before the end of the year.

Cerritos Broadcasting Co., which operates KNOB (FM) Long Beach, Calif., another all-jazz station, has been granted a construction permit by the FCC on 92.3 mc with initial power of 10 kw. The antenna tower will be 150-feet tall, located atop the Cadillac Bldg., which will also house WIPE's studios.

WABX has announced a policy of accepting spot announcements only on the hour and half-hour, guaranteeing the listener 30 uninterrupted minutes. The good music station operates on 99.5 mc with 36.4 kw. It is located atop the David Stott Bldg. in downtown Detroit.

FILM COMPANIES SEEK DEALS

Packages include big post-48 features; stations are probed on possible pricing

There was a new and sudden spurt of activity last week by holders of feature films yet to be shown on television.

The activity included a probing of stations on possible pricing for a Screen Gem's package of Columbia Pictures' product released theatrically in the post-1948 period, and a dangling before the tv industry of Samuel Goldwyn's feature film holdings.

An SG spokesman acknowledged that its sales officials have approached stations throughout the country to ascertain their views on Columbia's post-'48 features. He said that within a few weeks, after collecting the opinions of tv station executives throughout the country, SG and Columbia will decide whether or not to release the features. The spokesman added that no sales policies have been decided with regard to the sale of the features as a bulk package or in several groups. He estimated some 350 Columbia features are in the post-'48 library.

The Goldwyn product actually is in two parts: a package of 45 pre-1948 films and a number of post-'48 movies. The pre-'48 pictures are being sold first.

Enter Erickson ■ Rodney Erickson, a Warner Bros. consultant and ex-Young & Rubicam executive, is handling the sale of films for the Goldwyn company. For this purpose, he's reactivated Rodney Erickson Enterprises Inc., New York, which has been assigned the sales task. Mr. Erickson, who has completed an assignment selling NBC-TV's political coverage this year, obtains a percentage of the sale gross.

At present, Mr. Erickson aims for a network sale of such titles as "Wuthering Heights," "Pride of the Yankees" or "Little Foxes." In the pre-48s also such films as five Danny Kaye and two Bob Hope features. Mr. Goldwyn's "Hans Christian Anderson," which was released in 1952, will be offered slated for Christmas season showings. Once the network phase is over for the few top pictures, the package of films will be placed in syndication (via markets and stations).

It is expected that the Goldwyn package will bring one of the largest sums of any theatrical film collection yet made available for home viewing via television. One of the package is "The Best Years of Our Lives" released in 1946 and a winner of top awards. Many of the movies date from the early days of sound pictures, some films starring Ronald Coleman and Eddie Cantor (BROADCASTING, May 9).

EDUCATORS GIVE AWARDS

Networks, stations honored for programs

ABC, CBS and NBC were honored with Silver Bell awards presented by the National Education Assn. for distinguished interpretive reporting on education. The awards were made last week at the second general assembly of the NEA at its convention in Los Angeles.

In television, CBS won two awards—for documentary interpretation ("Who Speaks for the South?" produced by Fred W. Friendly), and for discussion ("How Can We Improve Our Education for Leadership?") in the *Great Challenge* series. NBC won two awards—for documentary interpretation ("Back to School" produced by Reuben Frank), and for dramatic interpretation ("The Secret of Freedom" produced by Robert D. Graff). ABC won an award for dramatic interpretation for a segment of the *Leave It to Beaver* series ("Teacher Comes to Dinner" produced by Joe Connelly and Bob Mosher).

In radio, CBS won an award for documentary interpretation for "Education Limited," a segment of the *Hidden Revolution* series produced by Arthur Rabin. In the same category, NBC won an award for "Education in America," 90-minute program in the *Image America* series produced by Peter Lasally. The National Educational Television & Radio Center also won an award in this category for *Everybody's Mountain*, a 14-week series produced by Robert Lewis Shayon and broadcast through the facilities of the 79-station National Assn. of Educational Broadcasters.

A number of individual stations were presented awards for state or local reporting. Those stations are KRON-TV San Francisco; WNEM-TV Bay City, Mich.; KMOX-TV St. Louis, Mo.; WRVA-TV Richmond, Va., and KOMO-TV Seattle. The award to KRON-TV San Francisco was made for a 13-week series produced in cooperation with the California Teachers Assn. and carried by 20 stations. The New Jersey Broadcasters Assn. was given an award for cooperation with the New Jersey Education Assn. in placing a daily five-minute radio program on 15 member stations.

Similar awards were made to newspapers, magazines, press associations and companies for public service advertising on behalf of education.

UAA files court suit against W. Va. catv

United Artists Associated Inc., New York, filed suit last week in New York Federal Court against NWL Corp., operator of a catv system in West Virginia. The suit charges infringement of copyright.

UAA, which is affiliated with United Artists Corp., distributes Warner Bros. features, Popeye cartoons and other shorts and cartoons. It has sold such films to tv stations in Pittsburgh, Steubenville, Ohio, and Wheeling, W. Va. NWL operates catv's in Clarksburg and Fairmont, both West Virginia.

The suit charges that NWL receives the telecasts of these tv stations and reproduces programs over its own facilities "without payment and without consent of the copyright owner or the tv stations." UAA seeks an injunction, damages and "an accounting of profits."

A similar case (BROADCASTING, June 13, brought by KXLF-TV Butte-Helena, Mont., ended with a court decision that the tv station had no property interest "by copyright or otherwise" in any programs broadcast or in any "signals or programs" received on the catv system.

SEG wins support

Board of directors of Screen Extras Guild Thursday (June 30) unanimously voted to ask the guild's membership for authorization to call a strike against the Alliance of Television Film Producers. A report on the situation will be made at the annual SEG membership meeting July 8. Following that, the membership will be polled by a secret mail referendum. Meanwhile, a National Labor Relations Board hearing on SEG charges of unfair labor practices by ATFP started last week. The guild alleges that ATFP is unfair in refusing to bargain independently of the Assn. of Motion Picture Producers. SEG contracts with both organizations expired April 2, 1959.

If the Screen Extras Guild calls a strike against the Alliance of Television Film Producers and the Assn. of Motion Picture Producers and other producers of motion pictures for tv and theatrical release, it will have the support of the Associated Actors & Artists of America, AFL-CIO parent of all U.S. performers' unions. Approval and support of such a strike was voted by the AAAA international board at its annual meeting in New York SEG contracts with the producers expired April 2, 1959, and no new contract has been negotiated. SEG asked for separate negotiations with ATFP, contrary to previous joint ATFP-AMPP bargaining sessions, and on AFTP's refusal to bargain individually SEG went to the National Labor Relations Board, which issued a complaint against ATFP on which hearings began Wednesday (June 29).

SAG-AFTRA merger now seems unlikely

Possibility of a plan of mutual cooperation between the American Federation of Television & Radio Artists and the Screen Actors Guild rather than a merger of the two talent unions has arisen, it was revealed following a three-day meeting of the merger committees of the unions in Hollywood, June 24-26.

A joint statement issued following the sessions said that "there was full discussion of the Cole merger plan," but added that "both SAG and AFTRA committees have reservations regarding the organization plan drawn by Mr. David Cole." Mr. Cole was hired jointly by the two unions to draw up a plan for a merger if his studies should prove that merger is a feasible idea. His recommendations, issued early this year (BROADCASTING, Feb. 22), were strongly in favor of a merger.

After the meetings, which included a lengthy discussion of an alternative plan of mutual cooperation between the two organizations, both committees were to report back to their national boards. The SAG committee made its report last Monday (June 27) and was instructed to continue its exploration of the cooperation plan.

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NOW ON TV
see pages 12 & 13

COLORCASTING®

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 5-8, 11-13 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

July 5-8, 11-13 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

July 5, 12 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Norman, Craig & Kummel.

July 6, 13 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

July 8 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

July 8 (10-11 p.m.) **Moment of Fear,** Lever through Sullivan, Stauffer, Colwell & Bayles.

July 9 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

July 9 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

July 9 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

July 10 (8-9 p.m.) **Music On Ice,** sustaining.

July 10 (9-10 p.m) **The Chevy Mystery Show,** Chevrolet through J. Walter Thompson.

Writers end strike against tv films

The strikes of Writers' Guild of America against the producers of filmed programs for television, launched Jan. 16, are now at an end. At 5 a.m. June 25, following an all-night session, the tv networks accepted for their tv film productions the same six-year pact previously agreed to by the Alliance of Television Film Producers and the Assn. of Motion Picture Producers (for the tv program operations of the major movie studios) (BROADCASTING, June 27).

Terms of the agreement negotiated between WGA and the tv networks are identical to those with ATFP and AMPP, with one exception. Recognizing that networks may put tv films on as sustaining programming or may sell a time-and-program package at a special rate, the joint fact-finding committee (now expanded to include representatives of the networks along with WGA, ATFP and AMPP) will determine in such cases what the writers' royalty payments for reruns should be. In normal circumstances of the producer's sale of rerun rights to an advertiser or broadcaster, the writer is to get a minimum of 4% of the gross rerun revenue and more if an analysis of past sales indicates it is justified.

The royalty provision, replacing the current system of rerun payments on a percentage of the original sale price of the tv film script, is to go into effect in either two years (if the producers agree) or four years (in any event).

Farm directors air problems

The role of radio and television in telling the story of the American farmer was the main topic of discussion at the spring meeting of the National Assn. of Television and Radio Farm Directors in Fresno, June 23-26.

Attended by more than 200 members of the association, the meeting re-emphasized the importance of farm broadcasting both for dissemination of news to the farmer and also in keeping the public informed about agricultural problems.

William Warne, Director of Agriculture for the State of California, told the meeting that farm broadcasting is more important than ever to farm families across the nation who have "enormous interest" in agricultural news provided by broadcast media. Mr. Warne also stressed that farm broadcasters keep the public informed of farm problems which influence our economy and politics.

Wally Erickson, NATRFD president and farm director for Triangle Broadcasting stations, said convention members toured agricultural installations in the San Joaquin Valley "to learn and carry back information to the listeners."

■ Program notes

Flamingo's radio plans ■ Flamingo Films Inc., New York, has established the Flamingo Radio Dept. headed by Murray Grabhorn, former ABC vice president for owned stations. Flamingo President Ira Gottlieb said the move was another step toward expansion since the distributor was acquired by the Buckeye Corp. last year. Flamingo Radio's first undertaking will be distribution of musical service announcements, offering a catalog of promotion spots, IDs and introductions to time, weather, news and business segments. Faillace Productions, New York, will execute the musical spots.

Programming assistance ■ Program Dynamics, N.Y., will open shop on August 1 as a new program consultant company, under the direction of Hal Moore, former WCBS New York program director. Mr. Moore will offer radio stations and station representatives analysis of programming, production, promotion, music and 'station image'. In addition to on-the-spot station program analyses, stations may submit air checks or audition tapes for analysis, criticism and recommendations for alterations.

There's a way to buy 4 TV markets with one purchase, one film, one billing! AND you can save enough (because of combination rates) to buy an additional market! It's a BIG market — so, you get the additional bonus of BIG co-ordinated promotion and merchandising assistance!

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KVER-TV CLOVIS, NEW MEXICO

west texas television network

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Broadcast Advertising

Alexander H. Galloway elected president of R.J. Reynolds Tobacco Co., succeeding late **Francis G. Carter. William S. Smith** Jr., sales manager, appointed to board of directors.

MR. FOWNES

Henry G. Fownes Jr., vp and eastern division manager of MacManus, John & Adams, N.Y., elected to board of directors. Mr. Fownes, who was with Mildred Fenton Productions, N.Y., as producer - director, joined MJ&A in 1950. He was vp and supervisor, radio-tv department until his appointment to managerial post.

Howard E. Whiting, vp, account supervisor and director of operating committee, appointed vp and manager of Montreal office of Leo Burnett Co. of Canada Ltd. Mr. Whiting joined Burnett at Toronto in 1957 as manager of media-research and shortly later was promoted to account supervisor. He was named vp in 1958 and director and operating committee member in 1959.

MR. WALLACH

Sidney Wallach, formerly vp of Grant Adv., Hollywood and Toronto, joins Massey-Ferguson Ltd., North American Operations, Toronto, as advertising manager. Prior to his association with Grant, Mr. Wallach was western regional news director of ABC, and on editorial staffs of *New York Herald-Tribune* and *St. Louis Post-Dispatch.*

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Maj. Gen. Harlan C. Parks, USAF, leaves military service to join McCann-Erickson as general corporate executive. He will take over administrative duties of **Wilbert G. Stilson** who retires this year as executive vp and general manager of McCann-Erickson Inc. **Roger A. Purdon,** senior vp in N.Y. office, named creative director.

James A. Gordon appointed assitant advertising manager of H.J. Heinz Co.

Chester G. Gifford named president of Simoniz Co., Chicago (waxes and polishes), succeeding **Elmer Rich Jr.** who becomes board chairman.

Eugene C. Judd, formerly with Narragansett Brewing Co., joins Coty Inc. as advertising director.

Ira L. Joachim, advertising and sales promotion manager, Pilot Radio Corp., joins copy department of Donahue & Coe, N.Y.

David Herzbrun, formerly promotion director of CBS Radio, joins Doyle Dane Bernbach, N.Y., copy staff.

Jim Wanke, formerly in news bureau of WCCO Minneapolis, joins Padilla & Sarjeant, pr firm, that city.

Victor Keller joins pr staff of Gray & Rogers, Philadelphia advertising, merchandising and pr agency.

Robert A. Murphy named director of radio and tv films for Allied Adv., Cleveland. He formerly was with Cinecraft Films.

Kent M. Redgrave, formerly with WBAL-AM-TV Baltimore, joins MacMellan Assoc., Baltimore advertising agency, as consultant on radio-tv plans and production.

MISS CUNNYNGHAM

Phyllis Cunnyngham, copy group head of drug and cosmetic division of Kastor Hilton Chesley Clifford & Atherton, N.Y., elected vp. Miss Cunnyngham joined agency in Fall of 1958. Previously she was with Dowd, Redfield & Johnson, that city, as copy group head on drug and cosmetic accounts.

Bill Jay joins Los Angeles office of BBDO as account executive on Pepsi-Cola.

L. E. Minkel, formerly with Mack Trucks, joins Studebaker-Packard Corp., as vp of marketing. He will have charge of all S-P marketing, advertising, sales and sales promotions.

Will C. Long, formerly copywriter, Al Paul Lefton, N.Y., joins Fuller & Smith & Ross, that city, as senior copywriter.

MR. REYNOLDS

Richard F. Reynolds, in radio-tv department of D.P. Brothers & Co., Detroit, appointed vp and director of radio and tv. He has been with agency since 1955. Previously, he was general manager of Cinecraft Productions, Cleveland.

Norman Cohen, controller, administrative assistant, Mogul Williams & Saylor, N.Y., elected secretary.

David H. Kutner, formerly vp and general manager of Motorola Sales Inc., Chicago, appointed executive assistant to vp of Helene Curtis Industries, that city.

Albert H. Coleman appointed general sales manager, food products division of Pet Milk Co.

MR. CASEY

Richard F. Casey, vp, director of research at Benton & Bowles, N.Y., elected member board of directors. Mr. Casey joined agency in 1957 as project director, was named to present post same year. Prior to his affiliation with B&B, Mr. Casey was research executive with National Analysts Inc. for 8 years.

Robert Miller, formerly of Cleveland Broadcasting, joins N.Y. sales staff of Venard, Rintoul & McConnell.

MISS MACARTHY

Helen Macarthy appointed media director for Nahas-Blumberg Corp., Houston advertising agency. She formerly was with ABC and Henri-Hurst & McDonald as media buyer.

Nelson Bond, executive vp of McGraw-Hill Publishing Co., named to board of directors of Advertising Federation of America. He will be chairman of finance committee.

Audian Paxson, formerly sales manager of KROD El Paso, Tex., to White & Shuford, advertising agency, that city, as account executive.

Edward W. Harbert II, account executive on Pepsi-Cola, Kenyon & Eckhardt, N.Y., appointed account executive for K&E's corporate pr.

The Media

MR. DONNESON

Selvin Donneson, sales manager of WWRL and WRFM (FM) both New York, elected vp. Mr. Donneson joined WWRL in 1947 as times salesman, later advancing to other positions in sales department.

Robert Churney, sales manager at KGVO Missoula, Mont., promoted to station manager. Previously, he was sales manager at KBMN Bozeman, Mont.

Ross Donaldson and **W. Preston Wood** promoted to director of creative services and manager of script services, respectively, at NBC-TV. Mr. Donaldson was director of script services and Mr. Wood programming executive.

James L. Tomlin, formerly with WLUC-TV Marquette, to WLUK-TV Green Bay, both Wisconsin, as general sales manager.

MR. HARMS

Marvin W. Harms Jr., Avery-Knodel, Chicago, named assistant director of tv sales. Mr. Harms, who joined company in 1955, previously was with Edward Petry Co. and George Hollingbery Co., both Chicago.

Albert Wasserman, formerly of CBS News, joins Creative Projects, NBC News, as producer-writer-director. **Richard Kellerman,** supervisor for Information Services, CBS News, joins NBC as coordinator of Community Relations for *America's Future,* public affairs series.

John W. Kiermaier, assistant director of public affairs for CBS News, promoted to director of public affairs. He will supervise all informational programming for both CBS-TV and CBS Radio.

Frederick H. Garrigus, manager of NAB organizational services department since formation five years ago, has resigned with abolition of unit by association's policy committee. He formerly was with WEEI Boston when station was managed by late Harold E. Fellows. Organization functions taken over by Howard H. Bell, NAB vp.

Cliff Yaney, formerly of WCHB Inkster, to WABX-FM Detroit, both Michigan, as chief engineer-program director.

MR. KENNEY

Peter B. Kenney, station operations consultant for NBC International, named station manager of WRC-TV Washington. With NBC since 1956, Mr. Kenney has been in Buenos Aires assisting NBC International in formation, construction and operation of ch. 9 (station CADETE), which went on air there June 9. Mr. Kenney joined NBC when it acquired WNBC (TV), uhf outlet in new Britain-Hartford, Conn., of which he was general manager. He had been with station since 1946, continued as vp and general manager until network sold it in 1959.

New directors

Five new directors have been elected to board of Chicago Broadcast Advertising Club for 1960-62 season. They are **Genevieve Lemper,** head timebuyer, Foote Cone & Belding; **Howard B. Meyers,** vp, Venard, Rintoul & McConnell; **Roger K. Houston,** CBS Radio Network sales manager, Chicago; **Charles E. Gates,** sales manager, WGN and **Robert B. Irons,** advertising manager, Standard Oil Co. of Indiana. The board, including five holdover members, is expected to meet shortly and elect new BAC president, with **Arthur W. Bagge,** midwest radio manager of Peters, Griffin, Woodward, expected to be named (CLOSED CIRCUIT, June 6). He presently is BAC's executive vp.

MR. HARTMAN

A. B. (Bill) Hartman appointed sales manager of WBZ Boston and WBZA Springfield. He formerly was with WICE Providence, R.I., in similar capacity. Prior to that, he was account executive at WJZ-TV Baltimore.

William L. Woods appointed national sales manager of WCTV (TV) Tallahassee, Fla.

Ray Vitale, promotion department copywriter for WCBS New York, named assistant sales promotion manager. **Edward Hanna** joins station's public information department as copywriter.

Lou F. Daniels, formerly program director of WBRY Waterbury, Conn., to WATR, that city, in similar capacity, succeeding **Jordan Kaplan.**

MR. HEADY

Kenneth W. Heady appointed director of programming and public affairs for KCMO Broadcasting Co., Kansas City. He will be in charge of all programming activities for KCMO-AM-FM-TV. He joined station in 1939.

Norman Berger, production supervisor of WKBN-TV Youngstown, Ohio, promoted to program director of WKBN-AM-TV, succeeding **Paul Turner,** named assistant program director for KPIX (TV) San Francisco.

Ginger Brasher, formerly with

NOW ON TV
see pages 12 & 13

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KHEN Henrietta, Okla., to KAIR Tucson, Ariz., as account executive.

Samuel T. Jones, certified public accountant with The Katz Agency, N.Y., promoted to assistant treasurer. **Joseph Fierro,** formerly account executive at N.W. Ayer, Detroit, joins Katz radio sales staff.

Lawrence Hannon joins KFMB-FM San Diego, Calif., as account executive.

John R. Peterson, sports editor of WFBM Indianapolis, appointed account executive. **Francis Mulhall,** formerly account executive with WGEE, that city, to WFBM in similar capacity.

Jerry Sawyer appointed account executive at KHAT Phoenix, Ariz.

Ralph Crosthwaite, professional basketball player with Cleveland Pipers, joins WHK, that city, as account executive.

Bill Baxley, assistant sales manager of KCOP (TV) Los Angeles, joins KLAC, that city, as account executive.

Jack Murray, formerly on sales staff of WFBL Syracuse, N.Y., to WHEN, that city, in similar capacity.

Dick Gruber, formerly in sales division of *St. Paul Dispatch,* and **Al Lealesage,** formerly announcer salesman at WZMN Superior, to radio sales staff of WTCN Minneapolis-St. Paul. **Mike Hamlin,** formerly air personality at WJIM Lansing, Mich., to WTCN-AM-TV announcing staff.

Joyce M. Shannon, joins American Baptist Convention, N.Y., as station relations director of radio-tv department.

George Moynihan, formerly assistant program manager and director of public affairs for WBZ-TV Boston, appointed executive producer for Westinghouse Broadcasting Co., New York.

Howard Gilreath, manager of WVOP Vidalia, acquires WBBN (now WPGA) Perry, both Georgia. **Lowell Register,** vp of Evans County Broadcasting Co. (WCLA Claxton, Ga.), named manager of WPGA. **Bob Goode,** formerly with WVOP, appointed sales manager and chief engineer.

Mutual elects

Herbert P. Buetow, president and member of board of Minnesota Mining & Mfg., St. Paul, elected to board of directors of Mutual Broadcasting System. Also elected: **Bert S. Cross, Joseph C. Duke** and **Clarence B. Sampair,** MM&M executive vps, board members; **Robert H. Tucker,** MM&M secretary; **Louis F. Weyand,** vice chairman, executive committee; **James L. Hayes,** retired vp; **John J. Verstraete,** director of communications for 3M, and **Robert F. Hurleigh,** Mutual president.

Richard Loeb, manager of production services at KABC-TV Los Angeles, named manager of program services at ABC-TV western division, succeeding **Rowe S. Giesen,** appointed manager of programming western division. **Donald G. Kraatz,** production coordinator of live programs, becomes ABC Film coordinator. **Kaslon Zoller** succeeds Mr. Kraatz.

Dick Westman resigns as vp of KLAC Los Angeles. Before joining KLAC year ago, Mr. Westman had been west coast manager of Arkwright Adv. on Robert Hall clothing account. Previously, he was with Intermountain Radio Network and KUTV (TV) Salt Lake City.

Don Spots, commercial manager of WVOP Vidalia, Ga., promoted to general manager.

H.S. (Hank) Basayne, formerly program manager of WCCO Minneapolis, to KCBS San Francisco in similar capacity.

Mark Smith, instructor and radio school consultant, joins WGLI-AM-FM Babylon, N.Y., as news and special events director.

Glenn Adkins Jr. appointed production supervisor of WLOS-TV Asheville, N.C.

Don Watt named administrative assistant in charge of Seattle studios of KTNT-TV Tacoma, Wash.

Thomas F. Conley, Charles Dismukes and **Sydna Altschuler** join WGBH-FM Boston (educational station) as producers.

Lee Armentrout, recording engineer at Wilding Picture Productions, Chicago, joins WBBM, that city, as producer.

Robert D.C. Long named operations manager for WKAZ Charleston, W.Va.

Robert J. Heller, formerly director of special surveys for American Research Bureau, joins WXEX-TV Richmond, Va., as promotion director.

Mort Roberts, formerly on announcing staff of WOTW Nashua, N.H., joins WHIL Boston as news and public service director.

Norman Vaughn joins WCBG Chambersburg, Pa., as news director.

James R. Hickman, formerly with KCMO-TV Kansas City, to WIS-TV Columbia, S.C., as news director, succeeding **William Minshall,** now newscaster with KYW-TV Cleveland.

Ben F. McGuire, formerly continuity director of WESC Greenville, S.C., to WFBC-TV, that city, in similar capacity.

Mack David, vp and news director for KNOE-AM-TV Monroe, La., elected chairman of Louisiana-Mississippi Associated Press Broadcasters Assn.

James A. Stabile, NBC vp in charge of standards and practices, elected president of Catholic Apostolate of Radio, Television and Advertising (CARTA).

Douglas Buck joins news staff of WFGA-TV Jacksonville, Fla.

Armand Penha, formerly undercover agent for FBI, appointed Americanism director for WNAC-AM-TV Boston and The Yankee Network. Position is newly created and part time. It was established to aid heavy public service programming schedule of WNAC.

Programming

Bud Austin, vp and director of sales for Goodson-Todman Inc., N.Y., named

Newest among the leaders serving America's greatest radio market!
More audience per dollar than any other leading radio station in greater Los Angeles!
DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

executive vp, N.Y. Mr. Austin, who joined company in 1955, was previously director of sales for National Telefilm Assoc. and producer of pilot films for NBC-TV. **Harris L. Katleman,** vp, California, also made executive vp.

William H. Anderson, vp in charge of studio operations for Walt Disney, elected to board of directors.

Arthur Stolnitz, executive in business affairs department of Ziv-UA, Hollywood, named director of new program development.

Walter, Lowendhal, executive producer of Wilding Co., N.Y., joins Dynamic Films Inc., that city, as executive vp and member of board of directors.

Renee Valente, production supervisor on Art Carney series for Talent Assoc., N.Y., named production chief.

Bernard Girard and **Robert Lewis** form Girard-Lewis Productions, new firm to produce tv films, motion pictures and legitimate plays. Mr. Girard formerly was with Rosenberg-Coryell Adv., Los Angeles. Mr. Lewis is producer-writer-director. New firm is located at Paramount Studios, Hollywood.

Frank Cleaver, formerly vp in charge of programming for California National Productions, joins Vortex Productions as vp.

Marilyn Gold, director of promotion for Flamingo Films, N.Y., appointed director of advertising and publicity.

B. B. Kahane reelected president of Academy of Motion Picture Arts and Sciences. Other officers elected: **Valentine Davies,** 1st vp; **Wendell R. Corey,** 2nd vp; **Hal Elias,** secretary; **Hal Mohr,** assistant secretary; **Fred L. Metzer,** treasurer; **John O. Aalberg,** assistant treasurer.

Chuck Worcester, news director of WMT Cedar Rapids, Iowa, named chairman of Associated Press Radio and Television Assn. Committee on Wirephoto-Photofax.

Robert Lang rejoins west coast sales staff of NTA, N.Y. He had been on leave of absence.

Harry Sosnik, conductor, composer and arranger, named musical director of new CBS-TV program, *Talent Scouts,* effective Aug. 1.

NOW ON TV see pages 12 & 13

Jerry F. Donovan, director of advertising and pr for AMF Pinspotters, N.Y., named vp.

David Connell, on production staff of *Captain Kangaroo,* named producer.

Equipment & Eng'ring

Moses Shapiro, executive vp of General Instrument Corp., Newark, N.J., elected president, succeeding **Monte Cohen,** named vice chairman of board.

Donald G. Clarke named president of Birmingham Sound Reproducers (USA) Ltd., College Point, L.I., New York. BSR (USA) is American distributor of BSR record changers and decks for tape recorders.

Charles P. Ginsburg, leader in development of Videotape tv recorder for Ampex Corp., Redwood City, Calif., elected vp. He has been with company for 10 years. **F.D. (Dan) Meadows** appointed manager of video project administration.

Glenn R. Lord, Fritz Gross and **Thomas Phillips** elected vps of Raytheon Co., Waltham, Mass. **Warren K. Schoonmaker** appointed manager of advertising and sales promotion for semiconductor division at Needham, Mass.

Harold A. Goldsmith named president of Siegler Corp.'s Bogen-Presto Div., Paramus, N.J., producer of hi-fi components and tape recorders.

Paul J. Connery and **Frederick H. Wirths** named vp of finance and comptroller, respectively, for American Cable & Radio Corp., N.Y.

George L. Mallory appointed vp of operations for Gates Radio Co., Quincy, Ill. He formerly was manager of manufacturing for electronic section of Martin Co's Denver Missile Div.

Hugh J. Daley named vp of Magnecord sales for Midwestern Instruments, Tulsa, Okla. He will be in charge of sales and marketing for entire Magnecord line.

Walter D. Nolte, manager of Hammarlund Manufacturing Co. (control systems and radio equipment), Mars Hill, N.C., named vp.

George Friedl Jr., formerly vp of Litton Industries, named director of operations for Houston Fairless Corp., Los Angeles.

Sid Weiss named regional sales representative, American Concertone Div., American Electronics, Culver City, Calif.

Andrew Gombar appointed general plant manager of Pace Circuits Corp., Mineola, N.Y.

Ed Straw promoted from staff to

2,000,000
TV HOMES
COMBINED TOTAL BBM
MARCH '60 SURVEY
FRENCH
CFCM-TV
QUEBEC'S SELLING COMBINATION
CKMI-TV
ENGLISH
Reps: Weed Television Corp.
Jos. A. Hardy & Co. Ltd.
Scharf Broadcast Sales Ltd.

commercial and industrial representative for Crown International, subsidiary of International Radio & Electronics Corp., Elkhart, Ind., covering New York and several Atlantic seaboard states.

International

Patrick Dolan, president of BBDO International, London, elected to board of BBDO, N.Y. Mr. Dolan, who recently merged his agency, Dolan, Ducker, Whitcombe & Stewart Ltd. with BBDO to form BBDO International, fills vacancy caused by retirement of **Alex Osborn,** vice chairman of board. Mr. Osborn, one of agency's founders, remained in Buffalo, N.Y., as head of that branch until 1938 when he became executive vp and general manager of firm.

Edmund J. Aleks, western district sales manager for Ampex Tv Recording Equipment, appointed managing director of Ampex Australia, Pty., Ltd., established as subsidiary of Ampex International S.A. of Fribourg, Switzerland.

Alan Butler and **Ed Welch** named representatives for retail sales department of CFRB Toronto, Ont.

ATTENTION ! ! ! SMALLER COMMUNITIES—U. S. A.

NOW COMMERCIAL or EDUCATIONAL TELEVISION

UHF or VHF *LOW POWER LOW COST* "Ruggedized Simplicity"

Someday your community MUST and WILL have a LOCAL television station for LOCAL EXPRESSION and/or Education.

Electron Corporation is proving daily that be it UHF or VHF—Here is a sensible investment—LOW COST HIGH QUALITY extremely reliable TV equipment.

—Scoreboard—

In Operation	In Process	Before the FCC
KRET-TV Richardson, Texas	KRNM-TV Roswell, New Mex.	Flagstaff, Ariz.
Key West, Fla. (Video-cable only)	KCDA-TV Douglas, Ariz.	Alamosa, Colo.
	Grand Island, Neb.; Santa Fe, New Mex.	Missoula, Mont.
		Lamar, Colo.
		Gallup, N.M.
		Salina, Kansas
		Springdale, Ark.
		Key West, Fla.
		Ft. Smith, Ark.

IMAGINE!!!

FOR MUCH LESS than the cost of any competitive TV Station *ALONE* Electron will supply . . .

- **A Complete FCC Approved TV Station with guaranteed coverage**
- **FCC Application processing**
- **All necessary converters to convert your community (if UHF)**
- **Engineering and installation**
- **Year to Year technical service**
- **Aid in obtaining special filmed programming packages**

INVESTIGATE NOW! ! !—DO NOT DELAY—THIS IS 1960! ! !

ELECTRON CORP. A Subsidiary of Ling-Altec Electronics, Inc.
P.O. Box 5570—Dallas, Texas

Allied Fields

Perry B. Frank Jr., formerly account executive at National Telefilm Assoc., N.Y., becomes president of Sport Photos Inc., that city, marketing firm dealing with pictures of sporting events.

Homer P. Metzger, formerly vp and account supervisor for Dowd, Redfield & Johnstone, (defunct N.Y. firm) joins Henry Schapper personnel agency, that city, as vp in charge of advertising recruitment.

Lionel S. Wishneff, formerly in Sociology Dept., of Oregon U., joins Institute for Motivational Research, N.Y., as scientific coordinator.

Albert M. Wharfield, vp of A.C. Nielsen Co. and reserve army Lt. Col., awarded Army Commendation Medal for outstanding contributions to pr development for Army and Defense Dept.

Leonard H. Marks, Washington radio attorney and formerly president of Federal Communications Bar Assn., named treasurer of National Citizens Committee for Lyndon B. Johnson. Mr. Marks is also former assistant general counsel of FCC.

Deaths

MR. CRANSTON

George Cranston, 64, for many years general manager of WBAP-AM-FM-TV Fort Worth, died June 22 following long illness. He had been with station since 1930 and was executive until 1958 when he became consultant. He was member of Broadcast Pioneers. Survivors include daughter **Pat Cranston,** Professor of Communications at U. of Washington, and son **Lt. Col. Robert Cranston,** chief of American Forces Network, Europe.

John C. Appleton, 42, account executive with Young & Rubicam, N.Y., died of heart attack June 22. Previously he was with Grey Adv., that city.

MR. GOODHEART

William R. Goodheart Jr., 58, former NBC Radio vp and consultant, died June 26 in Phoenix, Ariz. Mr. Goodheart, who was with NBC from 1956 to 1958, was founder of Music Corp. of America, as well as former president of Official Films, N.Y. He originated and supervised Guy Lombardo and Jack Benny shows on radio, and helped bring Benny Goodman, Tommy Dorsey, Eddie Duchin and others to prominence.

NEW COMPACT TUBE FROM GE

'Compactron' will reduce set cost and size

General Electric Co. last week (June 28) announced development of a new electronic device called "Compactron," a tube-like unit described as promising significant cuts in size and complexity of radios, tv sets, hi-fi, electronic organs and industrial gear.

In disclosing the potential of the Compactron, I. D. Daniels, general manager of GE's electronic components plants at Owensboro, Ky., said costs "will be reduced appreciably while preserving the superior performance characteristics of tubes in relation to other existing miniaturized devices."

A radio receiver using two Compactrons measures 2½ inches high and deep, 10½ inches wide, with most of the width ascribed to "the generous size of the speaker." Tv sets with the device would have 10 compactrons compared to present 15-tube circuits using three diodies, or 24 transistors and 11 diodes.

W. F. Greenwood, marketing manager at Owensboro, said savings in material and labor would make possible a 20% lower price per function than tubes and considerably lower than transistors, with marked simplicity in production methods and integration of more functions into a single unit. Sales potential is envisioned as "tens of millions of dollars by the end of 1962."

Compactrons will be especially useful in color tv, reducing bulk, expense and circuit complexity it was stated. A new anode material developed by GE and a supplier is said to cut heater power requirement of the cathode as much as 40%.

Merger talks start for Ampex and TMI

Ampex Corp., currently serving the data processing and computer industry with magnetic tape handling equipment through its subsidiary, Ampex Data Products Co., hopes to strengthen its service to this field through a merger with Telemeter Magnetics Inc. Negotiations are currently underway between the two companies, with George I. Long Jr., Ampex president, heading up his company's representatives, while Erwin Tomash, TMI president, is chief spokesman for his company.

TMI manufactures punched ferrite cores of various sizes, which are magnetically bistable and are a basic memory element in all modern computers. TMI is 85% owned by Paramount Pictures Corp. and is a spin-off from Paramount's International Telemeter Division, whose engineers, in developing memory apparatus for this company's pay-tv system, came up with other memory products not needed by pay tv but usable by manufacturers of computing equipment. So it was separated from ITC by Paramount and set up as a separate organization.

"We're both in the memory business," an Ampex spokesman said, "and combining forces will enable us to serve the computing and data processing industry more effectively." Despite TMI's previous relationship with IT, the telemeter pay tv system is in no way involved in the projected merger, he emphasized, nor has it any relationship to Ampex's operations in tape recording radio and tv programs.

Jerrold to redeem 1975 debentures

Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, last week announced to stockholders at the annual meeting that a call has been issued for the redemption of the company's 6% convertible subordinated debentures, due June 1, 1975. The issue in the amount of $2,750,000 is Jerrold's only long-term debt, he stated, and the redemption offer is an indication of the company's increased financial strength. (For 1959 Jerrold figures, see BROADCASTING, June 13.)

Of the original convertible debentures, $400,000 worth was outstanding as of June 24. These bonds may be redeemed at the redemption price of 105% of the principal amount or they may be converted at the conversion price of $5.75. Thus each bond of $1,000 may be converted into 173 shares of Jerrold common stock, the company announced.

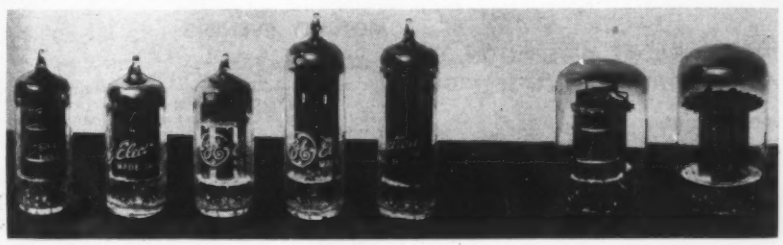
At the meeting Mr. Shapp told stockholders that for the first quarter ended May 31, 1960, sales are running at approximately last year's level. Jerrold does not report quarterly.

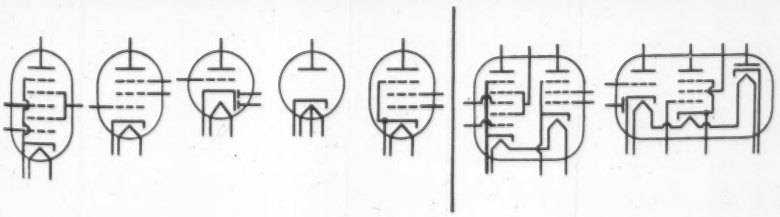
Olympic to produce color television sets

Olympic joined the still relatively small band of color television set producers last week.

The company's 1961 line will include a 21-inch color console with a suggested retail price of $695 and a "stereocenter" combination featuring a 21-inch color receiver, am-fm and phonograph for $995. The suggested prices are for mahogany cabinets; blonde costs $20 extra; walnut $30.

The color sets are among 50 tv models in Olympic's new line. The "stereocenter" combinations can provide different audio programs at two locations simultaneously for am and fm stero broadcasts.





Savers of space ■ General Electric's newest electronic development, the Compactron, is described as a space saver. Two Compactrons (right) are said to do the work of five miniature tubes (left) in performing identical functions in a radio receiver. The diagrams show the functional role of the old and new components. Research into new uses continues.

TV NETWORK SHOWSHEET

PROGRAMS, TIMES, SPONSORS

Published first issue in each quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. F, film; L, live; T, video tape. All times EDT.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust., L.; 10:30-11 *Look Up and Live*, sust., L.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV 12-12:30 No Network service. 12:30-1 *Johns Hopkins File*, sust., L.
CBS-TV No network service.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *College News Conference*, sust,. L; 1:30-2 No network service.
CBS-TV No network service.
NBC-TV No network service.

2-3 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Major League Baseball*, Bayuk, Anheuser-Busch, various sponsors.

3-4 p.m.

ABC-TV 3-3:30 *Open Hearing*, sust., L; 3:30-4 No network service.
CBS-TV *Baseball Game of the Week*, L.
NBC-TV *Major League Baseball*, cont.

4-5 p.m.

ABC-TV No network service.
CBS-TV *Baseball*, cont.
NBC-TV 4-4:30 *Baseball*, cont.; 4:30-5 No network service.

5-6 p.m.

ABC-TV 5-5:30 *Matty's Funday Funnies*, Mattel Inc., L; 5:30-6 *Lone Ranger*, Gen. Mills, F.
CBS-TV 5-5:30 No network service; 5:30-6 *Face the Nation*, sust., L.
NBC-TV 5-5:30 *Baseball*, cont.; 5:30-6 *The Silent Voice*, sponsor TBA, F.

SUNDAY EVENING

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *FYI*, sust., L; 6:30-7 *Twentieth Century*, Prudential, F.
NBC-TV 6-6:30 *Meet the Press*, U.S. Tobacco, alt. L.; 6:30-7 *Edwin Newman Reporting*, sponsor TBA, L.

7-8 p.m.

ABC-TV 7-7:30 *Broken Arrow*, Mars, F; 7:30-8 *Maverick*, Kaiser, Drackett, F.
CBS-TV 7-7:30 *Lassie*, Campbell Soup, F; 7:30-8 *Dennis the Menace*, Best Foods, F.
NBC-TV *Overland Trail*, Lorillard, Warner-Lambert, Breck, P&G, A.S.R., F.

8-9 p.m.

ABC-TV 8-8:30 *Maverick*, cont.; 8:30-9 *Lawman*, Reynolds Tobacco, Whitehall, F.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak, L.
NBC-TV *Summer on Ice*, sust., L.

9-10 p.m.

ABC-TV 9-9:30 *The Rebel*, P&G, Liggett & Myers, F; 9:30-10 *The Alaskans*, L&M, Armour, duPont, Chevrolet, Polk Miller, Gen. Foods, F.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec., F; 9:30-10 *Alfred Hitchcock*, Bristol-Myers, F.
NBC-TV *Chevy Mystery Show*, Chevrolet, F.

10-11 p.m.

ABC-TV 10-10:30 *The Alaskans*, cont.; 10:30-11 *Johnny Staccato*, Alberto-Culver, F.
CBS-TV 10-10:30 *Lucy in Connecticut*, Lever, F; 10:30-11 *What's My Line*, Kellogg, Sunbeam, L.
NBC-TV 10-10:30 *Loretta Young Show*, Toni, Warner-Lambert, alt., F; 10:30-11 No network service.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *Sunday News Special*, Whitehall alt. with Carter, L.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, various sponsors, T.

8-9 a.m.

ABC-TV No network service.
CBS-TV 8-8:15 *CBS-News*, sust., L; 8:15-9 *Captain Kangaroo*, part., L.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Today*, cont.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *The Red Rowe Show*, sust., L; 10:30-11 *On the Go*, J.B. Williams, F.
NBC-TV 10-10:30 *Dough Re Mi*, Nabisco, Jergens, Proc. Elec., Block Drug, L; 10:30-11 *Play Your Hunch*, Sterling Drug, Whitehall, Brown & Williamson, Colgate, Heinz, Miles, L.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *I Love Lucy*, Lever, Gerber, U.S. Steel, Gen. Mills, Kodak, F; 11:30-12 *December Bride*, Scott, Colgate, Helene Curtis, F.
NBC-TV 11-11:30 *The Price is Right*, Sterling, Whitehall, Frigidaire, Heinz, Culver, Miles, L; 11:30-12 *Concentration*, Culver, Lever, Frigidaire, Miles, Nabisco, Brillo, Whitehall, Heinz, Brown & Williamson, Mennen, L.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Restless Gun*, part., F; 12:30-*Love That Bob*, part., F.
CBS-TV 12-12:30 *Love of Life*, American Home Products, Gen. Mills, Nabisco, Toni, Helene Curtis, Pet Milk, L. 12:30-12:45 *Search for Tomorrow*, P&G, L; 12:45-1 *Guiding Light*, P&G, L.
NBC-TV 12-12:30 *Truth or Consequences*, Miles, P&G, Whitehall, Nabisco, Culver, Heinz, Frigidaire, Brillo, Procter Elec., L; 12:30-1 *It Could Be You*, P&G, Culver, Miles, Whitehall, Heinz, Procter Electric, Nabisco, Frigidaire, Brillo, L.

1-2 p.m.

ABC-TV 1-1:30 *About Faces*, part., L; 1:30-2 No network service.
CBS-TV 1-1:05 *Network News*, sust., L; 1:05-1:30 No network service; 1:30-2 *As the World Turns*, Carnation, P&G, Pillsbury, Standard Brands, Sterling Drug, Nabisco, Quaker Oats, Gen. Mills, Helene Curtis, L.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 *Day in Court*, part., L; 2:30-3 *Gale Storm Show*, part, F.
CBS-TV 2-2:30 *For Better or Worse*, Lever, sust. segments, Dumas Milner, Toni, L; 2:30-3 *Art Linkletter's Houseparty*, Kellogg, Lever, Pillsbury, Chicken O' the Sea, Carnation, S.C. Johnson, Scott, Hoover, Bauer & Black, Armstrong, L.
NBC-TV 2-2:30 *Queen for a Day*, Culver, Heinz, Nabisco, L; 2:30-3 *Loretta Young Theatre*, Nestle, Frigidaire, Heinz, F.

3-4 p.m.

ABC-TV 3-3:30 *Beat the Clock*, part., L; 3:30-4 *Who Do You Trust?*, part., L.
CBS-TV 3-3:30 *The Millionaire*, Standard Brands, Colgate-Palmolive, and sust., F; 3:30-4 *The Verdict is Yours*, American Home Products, Toni, Lever, Sterling Drug, Scott, Standard Brands, Esso, Helene Curtis, L.
NBC-TV 3-3:30 *Young Dr. Malone*, Procter Elec., Sterling, Heinz, Miles, Block Drug, P&G, Plough, Brown & Williamson, Culver, Jergens, Coty, Mennen, Nabisco, L; 3:30-4 *From These Roots*, Plough, Jergens, Brown & Williamson, L.

4-5 p.m.

ABC-TV 4-5 *American Bandstand*, part., L.
CBS-TV 4-4:15 *The Brighter Day*, P&G, L; 4:15-4:30 *Secret Storm*, American Home Products, Remington Rand, Standard Brands, Gen. Mills, Scott, L; 4:30-5 *Edge of Night*, P&G, S.C. Johnson, Armstrong, Helene Curtis, Pet Milk, American Home Products, Pillsbury, Sterling Drug, Nabisco, and sust., L.
NBC-TV 4-4:30 *Comedy Playhouse*, sust. until 7/1 for Procter Elec., F; 4:30-5 *Adventure Time*, sust., F.

5-6 p.m.

ABC-TV 5-5:30 *American Bandstand*, cont.; 5:30-6 *Captain Gallant* (Mon.); *Rocky and his Friends* (Tues., Thur.); *My Friend Flicka*, (Wed.); *Rin Tin Tin* (Fri.), Gen. Foods, Gen. Mills, F.
CBS-TV No network service.
NBC-TV No network service.

6-7:30

ABC-TV 6-7:15 No network service; 7:15-7:30 *News*, sust., L.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, American Home Products, Philip Morris, Carter, alt.; 7-7:30 No network service.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley News*, Texaco, L; 7-7:30 No network service.

11:15-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV *Jack Paar Show*, various sponsors, T.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, J&J, American Chicle, Armour, Ritchie, P&G Ralston, F.
CBS-TV *Kate Smith Show*, American Home Products, L.
NBC-TV 7:30-8:30 *Riverboat*, Noxzema, Sunshine, P&G, Del Monte, A.S.R., F.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9:30 *Bourbon Street Beat*, Reynolds Metals, Brown & Williamson, duPont, Alberto-Culver, F.
CBS-TV 8-8:30 The Texan, Brown & Williamson, alt. with All State, F; 8:30-9 *Father Knows Best*, Lever, Scott Paper, F.
NBC-TV 8-8:30 *Riverboat, cont.*; 8:30-9 *Tales of Wells Fargo*, American Tobacco, alt. with P&G, F.

9-10 p.m.

ABC-TV 9-9:30 *Bourbon Street Beat*, cont.; 9:30-10:30 *Adventures in Paradise*, Liggett & Myers, Reynolds Metals, duPont, Armour, Chevrolet, Gen. Foods, F.
CBS-TV 9-9:30 *Talent Scouts*, sust., F; 9:30-10 *Spike Jones Show*, Gen. Foods, F.
NBC-TV 9-9:30 *Peter Gunn*, Bristol Myers, R.J. Reynolds, F; 9:30-10 *Alcoa Goodyear Theatre*, Alcoa, alt. with Goodyear, F.

10-11 p.m.

ABC-TV 10-10:30 *Adventures in Paradise*,

cont.; 10:30-11 *Amateur Hour*, Pharmaceuticals, L.
CBS-TV 10-10:30 *Hennesey*, P. Lorillard, alt. with Gen. Foods, F; 10:30-11 *June Allyson*, duPont, F.
NBC-TV *Purex Specials*, Purex, F.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Bronco*, alt. with *Sugarfoot*, Brown & Williamson, Carnation, Haggers, duPont, Chevrolet, Polk Miller, F. Last play date, Sept. 6.
CBS-TV No network service.
NBC-TV *Laramie*, L&M, Warner-Lambert, Ansco Camera, P&G, Sunshine Biscuit, Miles, Colgate, Del Monte, A.S.R., Philip Morris, F.

8-9 p.m.

ABC-TV 8-8:30 *Bronco*, or *Sugarfoot*, cont., 8:30-9 *Wyatt Earp*, Gen Mills, P&G, F.
CBS-TV 8-8:30 *Peck's Bad Girl*, sust., F; 8:30-9 *Dobie Gillis*, Philip Morris, alt. with Pillsbury, F.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 TBA.

9-10 p.m.

ABC-TV 9-9:30 *Rifleman*, Miles Labs., Ralston, P&G, F; 9:30-10 *Colt 45*, Brown & Williamson, Whitehall, F.
CBS-TV 9-9:30 *Tightrope*, Pharmaceuticals, L; 9:30-10 *The Comedy Spot*, S.C. Johnson, Pet Milk, F.
NBC-TV 9-9:30 *Richard Diamond*, Lorillard, alt., L; 9:30-10 *Arthur Murray Party*, Sterling alt. with Block Drugs, L.

10-11 p.m.

ABC-TV 10-10:30 *Alcoa Presents*, Aluminum Co. of America, F; 10:30-11 No network service.
CBS-TV *Diagnosis Unknown*, Plymouth Chemstrand, S.C. Johnson, Polaroid, L.
NBC-TV 10-10:30 *M-Squad*, American Tobacco, alt., F; 10:30-11 No network service.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Music for a Summer Night*, sust., L.
CBS-TV 7:30-8:30 *Reckoning*, American Home Products, Hazel Bishop, Manhattan Shirts, Helene Curtis, F.
NBC-TV 7:30-8:30 *Wagon Train*, Ford, National Biscuit, R.J. Reynolds, F.

8-9 p.m.

ABC-TV 8-8:30 *Music for a Summer Night*, cont.; 8:30-9 *Adventures of the Nelson Family*, Eastern Kodak, Quaker Oats, F.
CBS-TV 8-8:30 *Reckoning*, cont.; 8:30-9 *Men Into Space*, American Tobacco, F.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Price is Right*, Lever, Spiedel, L.

9-10 p.m.

ABC-TV *Hawaiian Eye*, Carter, Whitehall, Ritchie, American Chicle, F.
CBS-TV 9-9:30 *The Millionaire*, Colgate, F; 9:30-10 *I've Got a Secret*, R.J. Reynolds, alt. with Bristol-Myers, L.
NBC-TV 9-9:30 *Happy*, Kraft, F; 9:30-10 *Tate*, Kraft, F.

10-11 p.m.

ABC-TV 10-10:45 *Wednesday Night Fights*, Miles Labs., Brown & Williamson, L; 10:45-11 No network service.
CBS-TV *U.S. Steel Hour*, U.S. Steel, alt. with *Armstrong Circle Theatre*, Armstrong Cork, L.
NBC-TV 10-10:30 *This is Your Life*, P&G, F; 10:30-11 *People Are Funny*, Glenbrook alt. with Block Drug, F.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Steve Canyon*, sust., F.
CBS-TV *Invisible Man*, sust., F.
NBC-TV *Law of the Plainsman*, Ansco Camera, Sunshine Biscuit, Renault, F.

8-9 p.m.

ABC-TV 8-8:30 *Donna Reed Show*, Campbell Soup, J&J, F; 8:30-9 *The Real McCoys*, P&G, F.
CBS-TV 8-8:30 *Playhouse of Stars*, Gen. Foods, F; 8:30-9 *Johnny Ringo*, S.C. Johnson alt. with P. Lorillard, F.
NBC-TV 8-8:30 *Bat Masterson*, Sealtest, Hills Bros., F; 8:30-9 *Producers Choice*, various sponsors, F.

9-10 p.m.

ABC-TV 9-9:30 *Jeannie Carson Show*, P&G, American Chicle, F; 9:30-10:30 *The Untouchables*, L&M, Colgate, Carnation, H.F. Ritchie, 7-Up, duPont, F.
CBS-TV 9-9:30 *Zane Grey Theatre*, S.C. Johnson, Gen. Foods, F; 9:30-10 *Markham*, Schlitz, alt. with Renault, F.
NBC-TV 9-9:30 *Bachelor Father*, American Tobacco, alt. with Whitehall, F; 9:30-10 *The Wrangler*, Ford, F.

10-11 p.m.

ABC-TV 10-10:30 *The Untouchables*, cont.; 10:30-11 TBA.
CBS-TV 10-10:30 *Star Theatre* (sponsor TBA), F; 10:30-11 *To Tell the Truth*, (sponsor TBA), L.
NBC-TV 10-10:30 *You Bet Your Life*, Lever, alt. with Pharmaceuticals, F; 10:30-11 No network service.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Walt Disney Presents*, Ward Baking, Canada Dry, Hills Bros., F.
CBS-TV 7:30-8:30 *Rawhide*, Parliament, H.C. Moores, Nabisco, Wm. Wrigley, Colgate, F.
NBC-TV 7:30-8:30 *Cimarron City*, (sponsor TBA), F.

8-9 p.m.

ABC-TV 8-8:30 *Walt Disney Presents*, cont.; 8:30-9 *Man From Black Hawk*, Miles, R.J. Reynolds, F.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9 *Hotel de Paree*, Carter, Liggett & Myers, F.
NBC-TV 8-8:30 *Cimarron City*, cont.; 8:30-9 *Witchita Town*, (sponsor TBA), F.

9-10 p.m.

ABC-TV *77 Sunset Strip*, American Chicle, Whitehall, Ritchie, R.J. Reynolds, P&G, F.
CBS-TV 9-9:30 *Video Village*, sust. F; 9:30-10 *December Bride*, (sponsor TBA), F.
NBC-TV 9-9:30 *Play Your Hunch*, L; 9:30-10 *Masquerade Party*, Block Drug, Hazel Bishop, F.

10-11 p.m.

ABC-TV 10-10:30 *Robert Taylor's Detectives*, P&G, F; 10:30-11 *Black Saddle*, Alberto Culver, Chevrolet, F.
CBS-TV 10-10:30 *Twilight Zone*, Kimberly-Clark, alt. with Gen. Foods, F; 10:30-11 *Person to Person*, Carter, alt. with All State, F.
NBC-TV *Moment of Fear*, Lever, F.

SUMMER SPECIALS

ABC-TV

July 9-15:
Democratic National Convention.
July 23-28:
Republican National Convention.
Aug. 12: 9 p.m. to conclusion.
All Star Football, R.J. Reynolds, Carling Brewing, Revlon.

CBS-TV

July 11-15:
Democratic National Convention, Westinghouse.
July 23: 5-6 p.m.; July 24: 4:30-6 p.m.
P.G.A. Golf Tournament, Williamson, Dickie, Pabst.
July 24-28:
Republican National Convention, Westinghouse.
Aug. 26-Sept. 12, various times.
Summer Olympics, part.

NBC-TV

July 11-15:
Democratic National Convention, Goodrich, Brown & Williamson, Lipton, Field Enterprises, Cowles Magazines.
July 25-28:
Republican National Convention, Goodrich, Brown & Williamson, Lipton, Field Enterprises, Cowles Magazines.
Aug. 5: 10-11 p.m.
The Jazz Age, Purex.
Aug. 8: 10-11 p.m.
Esther Williams, Cypress Gardens, U.S. Brewers' Foundation.
Aug. 13: 9:30-10:30 p.m.
The Great War.
Sept. 3: 9:30-10:30 p.m.
Nightmare in Red.

SATURDAY MORN. & AFTERNOON

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:15 *Heckle and Jeckle*, Gen. Mills, F; 10:15-10:30 *Mighty Mouse*, Colgate-Palmolive, alt. wks., F; 10:30-11 No network service.
NBC-TV 10-10:30 *Howdy Doody*, Continental Baking, Nabisco, L; 10:30-11 *Ruff and Reddy, Gen. Foods*, alt. wks., F.

11 a.m.-Noon

ABC-TV No network service.
CBS-TV 11-11:30 *Lone Ranger*, Gen. Mills, & sust., F; 11:30-12 *I Love Lucy*, sust., F.
NBC-TV 11-11:30 *Fury*, Gen. Foods, with Sweets Co., F; 11:30-12 *Circus Boy*, Miles, alt. with Nestle, F.

Noon-1 p.m.

ABC-TV 12-12:30 *Lunch with Soupy Sales*, (Hiatus from July 2 to August 20), Gen. Foods, L; 12:30-1 No network service.
CBS-TV 12-12:30 *Sky King*, Nabisco, F; 12:30-1 No network service.
NBC-TV 12-12:30 *True Story*, Sterling Drug, F; 12:30-1 *Detective's Diary*, Sterling Drug, F.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *Saturday News*, sust., L; 1:30-2 No network service.
NBC-TV 1-1:30 *Mr. Wizard*, sust., 1:30-2 No network service.

2-5 p.m.

ABC-TV 2-3 No network service. 4-6 *Big League Baseball*, Gillette, L.
CBS-TV *Baseball Game of the Week*, part., L.
NBC-TV *Major League Baseball*, various sponsors, L.

5-7:30 p.m.

ABC-TV *Baseball*, cont.; and no network service.
CBS-TV *Baseball*, cont.; and no network service.
NBC-TV *Baseball*, cont.; and no network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV *Dick Clark Show*, Beech-Nut, L.
CBS-TV 7:30-8:30 *Perry Mason*, Colgate, Gulf, Hamm, Philip Morris, Sterling Drug, F.
NBC-TV 7:30-8:30 *Bonanza*, RCA, L&M, Brylcreem, duPont, P&G, Gen. Foods, F.

8-9 p.m.

ABC-TV 8-8:30 *John Gunther's High Road*, Ralston, F; 8:30-9 *Leave It to Beaver*, Ralston, F.
CBS-TV 8-8:30 *Perry Mason*, cont.; 8:30-9 *Wanted—Dead or Alive*, Brown & Williamson, alt. with Kimberly-Clark, F.
NBC-TV 8-8:30 *Bonanza*, cont.; 8:30-9 *Man and the Challenge*, Chemstrand, alt. with R.J. Reynolds, F.

9-10 p.m.

ABC-TV *Lawrence Welk's Dance Party*, Dodge, Block Drug, L.
CBS-TV 9-9:30 *Mr. Lucky*, Lever, alt. with Brown & Williamson, F; 9:30-10 *Have Gun, Will Travel*, Lever, Whitehall, F.
NBC-TV 9-9:30 *The Deputy*, Kellogg, alt. with Gen. Cigar, F; 9:30-10:30 *Project 20*, sust., F.

10-11 p.m.

ABC-TV *Jubilee USA*, Massey-Ferguson, Carter, Polk Miller, part., L.
CBS-TV 10-10:30 *Gunsmoke*, Liggett & Myers, Remington Rand, F; 10:30-11 no network service.
NBC-TV 10-10:30 *Project 20*, cont.; 10:30-11 *Man from Interpol*, Sterling, F.

Station Authorizations, Applications

As Compiled by BROADCASTING

June 23 through June 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTION BY FCC

San Angelo, Tex. Abilene Radio & Tv Co.; E.C. Gunter; Dornita Investment Corp.—Designated for hearing competing applications for new tv stations to operate on ch. 3, San Angelo. Ann. June 23.

Existing Tv Stations

ACTION BY FCC

WKZO-TV Kalamazoo, Mich.—Granted application to change trans. site from about 7 miles north of Kalamazoo and 32 miles south of Grand Rapids to 22 miles north of Kalamazoo and 18 miles south of Grand Rapids; condition. By letter, denied petition by Lake Huron Bcstg. Co. (WKNX-TV ch. 57), Saginaw, to withhold action or deny application. Ann. June 29.

Tv Translators

ACTION BY FCC

Leech Lake Tv Corp. Walker, Minn.—Granted cps for two new tv translator stations on chs. 72 and 76 to translate programs of Duluth stations KDAL-TV (ch. 3) and WDSM-TV (ch. 6), respectively. Ann. June 29.

New Am Stations

ACTIONS BY FCC

Huntsville, Ala. — Hughey Bcstg. Co. Granted 92.9 mc, 3.071 kw. P.O. address % Mitchell Jerome Hughey, 2409 9th Ave., Huntsville, Ala. Estimated construction cost $12,750, first year operating cost $18,000, revenue $45,000. Principals are **Austin Hughey**, 55%, and **Mitchell J. Hughey**, 45%. Austin Hughey is employe of chemical corporation. Mitchell Hughey is in advertising. Ann. June 29.

Wickenburg, Ariz.—Wickenburg Radio Co. Granted 1250 kc, 500 w D. P.O. address Box 1254, Wickenburg. Estimated construction cost $14,741, first year operating cost $47,200, revenue $54,000. Equal partners are **Paul E. Mullenix**, deputy sheriff, Maricopa County, Ariz., and **Mamie E. Gander**, recreation director, Flying "A" Ranch. Ann. June 23.

Barstow, Calif.—Beam Bcstg. Co. Granted 1310 kc, 500 w D. P.O. address Box 120, Newberry, Calif. Estimated construction cost $31,631, first year operating cost $55,000, revenue $60,000. Sole owner is **Henry R. Phipps**, former employe KUVR Holdrege, Neb. Ann. June 29.

Marathon, Fla.—Key Bcstg. Co. Granted 1300 kc, 500 w D. P.O. address % John W. Betts, Maysville, Ky. Estimated construction cost $87,740, first year operating cost $50,000, revenue $60,000. Ownership: **Gilmore N. Nunn**, ⅓ (30% of **WBIR-AM-FM-TV Knoxville, Tenn.**); **J.M. Finch Sr.** and **Charles P. Clarke**, each 22.22% (each 48% of **WFTM Maysville, Ky.**), and **J.W. Betts**, 22% (WFTM general manager). Ann. June 23.

Barnesville, Ga., A.S. Riviere; Thomaston, Ga.; Radio Georgia—Designated for consolidated hearing applications for new am stations to operate D only on 1590 kc; Mr. Riviere with 1 kw and Radio Georgia with 500 w. Ann. June 23.

Ocilla, Ga.—Ocilla Bcstg. System. Granted 1340 kc, 5 kw D. P.O. address Ocilla, Ga. Estimated construction cost $20,596, first year operating cost $32,000, revenue $48,000. Sole owner **Robert H. Thompson** is former owner WWNS Statesboro, WRHT Griffin and WSYL Sylvania, all Georgia. Ann. June 23.

Sun Valley, Idaho—Radio Sun Valley Inc. Granted 1340 kc, 250 w unl. P.O. address % **Roger L. Hagadone**, Hotel Boise, Boise. Estimated construction cost $10,620, first year operating cost $32,500, revenue $40,500. Owners are Mr. Hagadone, president and general manager of permittee of KCIX-TV Nampa, Idaho, 50%, and **Mr. and Mrs. David Robinson Jr.**, 50%. Mr. Roberson is in specialty products. Ann. June 29.

Towanda, Pa.—Vical Bcstg. Co. Granted 1550 kc, 500 w D. P.O. address Box 93, Towanda, Pa. Estimated construction cost $19,432, first year operating cost $24,000, revenue $30,000. Equal, ⅓ partners are **T. Justin Myers Sr.**, operator insurance agency; **Victor A. Michael**, school teacher and operator radio sales and service company, and **M. Alan Poole**, school art supervisor. Ann. June 29.

Fountain City, Tenn.—Radio Fountain City Inc. Granted 1430 kc, 1 kw D. P.O. address % **Francke Fox**, WHLN Radio, Harlan, Ky. Estimated construction cost $16,100, first year operating cost $60,000, revenue $75,000. Mr. Fox, 86.9% owner of WHLM, owns 45%. Mr. and Mrs. James M. Welch (he has been in coal mining) own 50%. Ann. June 23.

Winchester, Va., Frederick County Bcstrs.; Shippensburg, Pa., Town Radio Inc.; Berryville, Va., Jesse J. Goodman—Designated for consolidated hearing applications for new am stations to operate on 1480 kc D. Frederick and Mr. Goodman with 1 kw and Town Radio with 500 w; made WARK Hagerstown, Md., party to proceeding. Ann. June 29.

APPLICATIONS

Abbeville, Ala.—Abbeville Radio Inc. 1480 kc, 1 kw LS. P.O. address Abbeville, Ala. Estimated construction cost $18,700, first year operating cost $18,250, revenue $20,000. Principals include **John V. Mizell**, 43.5%, **James F. Crawford**, 15%, and others. Mr. Mizell is with Department of Army. Mr. Crawford is in meat processing. Ann. June 22.

Burlington, Iowa—Des Moines County Bcstg. Co. 1150 kc, 5 kw D. P.O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $39,392, first year operating cost $60,000, revenue $70,000. Principals include **Robert W. Sudbrink**, 75%, and **Margareta S. Sudbrink**, 25%, owners of WRMS Beardstown, Ill. Ann. June 13.

St. Martinville, La.—St. Martin Bcstg. Co. 1570 kc, 250 w LS. P.O. address 406 Laurence Ave., Lafayette, La. Estimated construction cost $18,190, first year operating cost $43,200, revenue $60,000. Applicant is **Dierrell Hamm**, insurance agent and former manager of KLFY-TV Lafayette, La. Ann. June 28.

Mt. Holly, N.C.—Harry A. Epperson Jr. 1520 kc, 10 kw D. P.O. address Box 87, Petersburg, Va. Estimated construction cost $31,958, first year operating cost $48,000, revenue $55,000. Applicant is owner of WPVA Petersburg, Va. and cp for WLLY Wilson, N.C. Ann. June 28.

Existing Am Stations

ACTIONS BY FCC

WFMH Cullman, Ala.—Granted change from D to unl. with 500 w-N, DA-N, continuing operation on 1460 kc, 5 kw-D; remote control permitted D only; engineering conditions. Ann. June 23.

KLRA Pasadena, Calif.—Designated for hearing applications for renewal of licenses and license to cover cp. Ann. June 29.

WPOP Hartford, Conn.—Waived sec. 3.63 and granted authority to use 1 kw auxiliary trans. with DA each night from midnight to 6 a.m., local time. Ann. June 29.

WHOP Hopkinsville, Ky.—Designated for hearing application to increase D power from 250 w to 1 kw, continuing operation on 1230 kc, 250 w-N; made WTCJ Tell City, Ind., and WHCO Sparta, Ill., parties to proceeding. Ann. June 23.

WNBC New York, N.Y.—Granted application to change from type 1 DA to non-DA, continued operation on 660 kc, 50 kw unl.; engineering conditions, and without prejudice to any further commission action in inquiry into compliance by broadcast station licensees with sec. 317; network study report; related studies and inquiries; pending anti-trust proceedings involving NBC and RCA and action concerning 660 kc. Denied petition by KPHO Phoenix, to include certain conditions. Ann. June 23.

KOMB Cottage Grove, Ore.—Granted mod. of license to change specified hours of operation (1400 kc, 250w). Ann. June 23.

KAGI Grants Pass, Ore.—Granted increased D power from 1 kw to 5 kw, continuing operation on 930 kc, 1 kw-N, DA-N; remote control permitted; engineering condition. Ann. June 23.

KGON Oregon City, Ore.—Designated for hearing application to increase power on 1520 kc from 10 kw to 50 kw, continued unl. operation; made KOMA Oklahoma City, Okla., party to proceeding. Ann. June 23.

WKBI St. Marys, Pa.—Granted increased D power from 250 w to 1 kw, continuing operation on 1400 kc, 250 w-N; remote control permitted; engineering condition. Ann. June 23.

WBAW Barnwell, S.C.—Granted increase in power from 500 w to 1 kw, continuing operation on 740 kc D. Ann. June 23.

KENE Toppenish, Wash.—Modified June 1 grant of renewal of license to extent of adding condition that grant is without prejudice to whatever action commission may deem appropriate in light of any information developed in inquiry concerning compliance with sec. 317 of Communications Act. Ann. June 29.

APPLICATIONS

WPRC Lincoln, Ill.—Cp to increase power from 500 w to 1 kw and install new trans. (1370kc). Ann. June 28.

WNIA Cheektowaga, N.Y.—Mod. of cp to increase D power from 500 w to 1 kw, and install new trans. (1230kc). Ann. June 24.

WEEP Pittsburgh, Pa.—Cp to change frequency from 1080 kc to 1070 kc, change hours of operation from D to unl., using power of 500 w N-D (decrease power from 1 kw to 500 w), install DA-D N (DA-1), change studio location delete remote control and change station location to Mt. Oliver, Pa. Ann. June 20.

KRIO McAllen, Tex.—Cp to increase D power from 1 kw to 5 kw, make changes in D DA system, change from DA-1 to DA-2, install new trans. (910kc). Ann. June 23.

New Fm Stations

ACTIONS BY FCC

Fremont, Calif.—Triumph Bcstrs. Granted

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
District 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING June 29

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,436	51	89	836
FM	682	59	163	135
TV	473	59	76	109

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING June 29

	VHF	UHF	TV
Commercial	453	78	531
Non-commercial	35	11	46

COMMERCIAL STATION BOXSCORE

As reported by FCC through May 31, 1960

	AM	FM	TV
Licensed (all on air)	3,423	661	472[1]
CPs on air (new stations)	56	66	58[2]
CPs not on air (new stations)	86	163	74
Total authorized stations	3,565	890	652
Applications for new stations (not in hearing)	634	80	43
Applications for new stations (in hearing)	197	44	64
Total applications for new stations	831	124	107
Applications for major changes (not in hearing)	661	44	37
Applications for major changes (in hearing)	219	11	17
Total applications for major changes	880	55	54
Licenses deleted	0	0	0
CPs deleted	0	0	0

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

104.9 mc, .814 kw. P.O. address 1201 Van Ness Ave., San Francisco, Calif. Estimated construction cost $14,224, first year operating cost $13,200, revenue $18,000. Principals are **Russell J. Hyde,** 40%, **Lawrence Loughran** and **Leon A. Crosby,** 30% each. Messrs. Crosby and Loughran are employes of KAFV San Mateo, Calif. Mr. Hyde is in automobile sales. Ann. June 29.

Pensacola, Fla.—Mello-Tone Inc. Granted 94.1 mc, 2.45 kw. P.O. address 703 S. Madison Drive, Pensacola, Fla. Estimated construction cost $15,746, first year operating cost $24,000, revenue $36,000. Principals include **Earl D. Hutto,** 58.14%, **Reubin O'D Askew,** 13.95%, and others. Mr. Hutto is employe of WEAR-TV Pensacola. Mr. Askew is attorney. Ann. June 23.

Honolulu, Hawaii — KPOI Bcstg. Co. Granted 97.5 mc, 2.45 kw. P.O. address % H.G. Fearnhead, 1701 Ala Wai Blvd., Honolulu. Ann. June 23.

Highland Park, Ill., Elizabeth G. Coughlan, North Suburban Radio Inc.—Designated for consolidated hearing applications for new class A fm stations to operate on 103.1 mc. Ann. June 23.

Skokie, Ill., M. Earlene Stebbins; WEHS, WFC, Inc.; Chicago, Ill., WFMT, Gale Bcstg. Co. Inc.—Designated for consolidated hearing applications of M.E. Stebbins for new class A fm station to operate on 98.3 mc; WEHS to change ERP from 21 kw to 110.4 kw and ant. height from 200 ft. to 197 ft.; and WFMT to change ERP from 29.5 kw to 197 kw and ant. height from 550 ft. to 537.2 ft. Ann. June 29.

Atlantic City, N.J. — Melvin Gollub. Granted 95.1 mc, 3.55 kw. P.O. address 624 Galahad Rd., Plymouth Meeting, Pa. Estimated construction cost $8,500, first year operating cost $10,000, revenue $12,000. Applicant is 50% owner of WIFI (FM) Philadelphia. Ann. June 29.

Miamisburg, Ohio—Miami Valley Christion Bcstg. Assn. Granted 93.9 mc, 6.533 kw. P.O. address Box 222, Miamisburg, Ohio. Estimated construction cost $19,250, first year operating cost $36,000, revenue $48,000. Miami Valley is nonprofit, religious association. Ann. June 29.

APPLICATIONS

Denver, Colo.—Multi-Casting Inc. 101.3 mc, 17.8 kw. P.O. address 311 S. Akard, Dallas, Tex. Estimated construction cost $18,915, first year operating cost $38,400, revenue $48,000. Principals include **E.F. Weerts,** 51%, and **A.L. Herzog,** 49%, owners of KLRO San Diego, Calif. Mr. Weerts is also permittee of KARO Houston, KQRO Dallas, both Texas, and KEFW Honolulu. Ann. June 22.

Lewiston, Idaho—Lewis Clark Bcstg. Co. 96.7 mc, .903 kw. P.O. address % Eugene A. Hamblin, Box 673, Lewiston, Idaho. Estimated construction cost $6,150, first year operating cost $4,800, revenue $6,000. Principals include **John H. Matlock,** 60%, and **Eugene A. Hamblin,** 40%, owners of KOZE Lewiston, and KLER Orofino, both Idaho. Ann. June 22.

Crestwood, Mo.—Rudolph E. Ceries. 94.7 mc, 7.72 kw. P.O. address 1035 Westglen Dr., Crestwood, St. Louis 26, Mo. Estimated construction cost $23,758, first year operating cost $28,010, revenue $31,250. Applicant is employe of KSD-AM-TV St. Louis, Mo. Ann. June 24.

Scottsbluff, Neb. — Platte Valley Bcstg. Corp. 94.1 mc, 5.6 kw. P.O. address Box 2, Scottsbluff, Neb. Estimated construction cost $13,798, first year operating cost $10,000, revenue $10,000. Applicant fm will duplicate programs of KNEB Scottsbluff. Ann. June 28.

Celina, Ohio—Celina Bcstg. Co. 94.3 mc, .250 kw. P.O. address 126 W. Fayette St., Celina, Ohio. Estimated construction cost $10,210, first year operating cost $6,000, revenue $8,000. Principals include **Elmer E. Schweizer, Frank J. Hawkins** and **J.P. Moore,** 33⅓% each. Mr. Schweizer owns retail music store. Mr. Hawkins is in chemical manufacture. Mr. Moore is teacher. Ann. June 6.

Oakwood-Kettering, Ohio—Speidel Bcstg. Corp. 99.9 mc, 31.5 kw. P.O. address % Joe Speidel III, Box 565, Columbia, S.C. Estimated construction cost $3,000, first year operating cost $26,000, revenue $30,000. Principals include **Joe Speidel III,** 90%, and others. Mr. Speidel has interests in WOIC Columbia, WPAL Charleston, WWBD Bemberg and WYNN Florence, all South Carolina. Ann. June 24.

***Lubbock, Tex.—Texas Tech. College.** 91.9 mc, 10 w. P.O. address % P. Merville Larson, Speech Dept., Texas Tech., Lubbock. Estimated construction cost $3,000, first year operating cost $500 Non-commercial, educational. Ann. June 23.

Existing Fm Stations

ACTION BY FCC

WHBF-FM-TV Rock Island, Ill.—Granted request for waiver of section 4.603 of rules to permit multiplexing fm program material from studio to its new fm transmitter by means of second subcarrier on its tv STL station KSJ-97 until Dec. 1, 1961. Ann. June 23.

Ownership Changes

ACTIONS BY FCC

WJDM-TV Panama City, Fla.—Granted assignment of license to **Herald Pub. Co.** (WALB-AM-TV Albany, Ga.); consideration $340,000. Ann. June 29.

EQUIPPING A RADIO STATION ?

BTA-1R Transmitter

Get More Coverage With The RCA BTA-1R 1000-WATT AM Transmitter

The ability of the BTA-1R 1000-watt AM transmitter to achieve and maintain a higher average level of modulation assures more program coverage. Simplified tuning, ease of installation, built-in provisions for remote control, and low operating cost make the RCA Type BTA-1R your best transmitter buy.

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RADIO CORPORATION of AMERICA

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RCA

WSCM Panama City Beach, Fla.—Granted assignment of license to **WSCM Bcstg. Inc.**; consideration $53,500 and assignor to be paid $200 a month for four years not to compete in service area. **Theodore M. Nelson**, assignee president, has interest in KLIK Jefferson City, Mo., and KFEQ-AM-TV St. Joseph, Mo. Ann. June 29.

WDMF Buford, Ga.—Granted transfer of control from **Charles S. Conklin** and **Robert L. Schuessler** to **Habersham Bcstg. Co.** (WCON Cornelia, Ga.); consideration $6,000. Ann. June 29.

WDTM(FM) Detroit, Mich.—Granted assignment of cp from **Mary W. Carpenter** to **WDTM Inc. (Mary W. Carpenter,** president); stock transaction. **Merle H.** and **Ophelia L. Miller,** assignee officers, have cp for new fm station (call letters to be assigned) in Milwaukee, Wis. Ann. June 29.

KOOO Omaha, Neb.—Granted assignment of cp and license to Pier San of Nebraska Inc. **(Webb Pierce,** president); consideration $275,000. Assignee officials have interests in WJAT Swainsboro, and WBRO Waynesboro, Ga., and KSIR Wichita, Kans. Ann. June 23.

WJJL Niagara Falls, N.Y.—Granted transfer of control from **James T. Sandonate** to **Thomas W. Talbot, Edmund R. Morden, John K. Price** and **Howard Wyrauch**; consideration $120,000 for 75% interest. Mr. Talbot already had 25% interest. Ann. June 29.

WONG Oneida, N.Y.—Granted relinquishment of positive control by **John J. Geiger** through transfer of 50% interest to **Richard W.** and **Irenitta M. Mills** for one dollar plus covenant that Mr. Mills assume full responsibility for day-to-day operation. Ann. June 23.

KKID Pendleton, Ore.—Granted transfer of control from **Fred W. Stevens** to **Vernon G. Ludwig**; latter to obtain 53⅓% interest for about $20,800 subject to adjustments. Ann. June 29.

WANB Waynesboro, Pa.—Granted transfer of control to **George E. McGary Jr.**; consideration $75,000 and cancellation of $6,300 in notes. Ann. June 23.

KBYP Shamrock, Tex.—Granted assignment of license from **Merita Bumpers, M. W. Yarborough** and **Robert G. Purrington** to **Merita Bumpers** consideration $14,450 for remaining 51% interest. Ann. June 29.

WAXX Chippewa Falls, Wis.—Granted assignment of licenses to Chippewa Bcstg. Inc. **(Jack H. Holden,** president); consideration $106,000. Ann. June 23.

WECL Eau Claire, Wis.—Granted transfer of control to **Gambo Inc.**; consideration $50,000. **G. LaVerne Flambo** (who, with wife, controls Gambo) has interest in KBIZ Ottumwa, Iowa; KWEB Rochester, Minn., and WQUA Moline, Ill. Ann. June 23.

WMAM Marinette, Wis.—Granted assignment of licenses to **Marinette Central Bcstg. Co.**; consideration $167,500. Assignee is 90% owned by **Mining Journal Co.** and assignee president, **Frank J. Russell,** owns WDMJ Marquette, and WLST Escanaba, Mich., and has interest in WROD Daytona Beach, Fla.; WLUC-TB Marquette, and WMIQ Iron Mountain, Mich. Ann. June 29.

WIXK New Richmond, Wis.—Granted transfer of control to **Zel S. Rice II, Alfred Gentile, Donald W. Johnson, George A. Diefenderfer Jr.,** and **Victor J.** and **Nicholas Tedesco**; consideration $1,750 for 75% interest. Tedescos have interest in KCUE Red Wing, Minn., and KFNF Shenandoah, Iowa. Ann. June 23.

APPLICATIONS

WEZB Birmingham, Ala.—Seeks assignment of license from **WEDR Inc.** to **Radio Birmingham Inc.**, merger into parent corporation with no financial consideration involved. Ann. June 23.

KMYR (TV) Los Angeles, Calif.—Seeks assignment of cp from **Sherrill C. Corwin** to **Franklin James** for reimbursement of expenses not exceeding $6,000. Purchaser is owner of KSPA Santa Paula and has interests in KNOB-FM Long Beach and KCAL Redlands, all California. Ann. June 24.

WZFM (FM) Jacksonville, Fla.—Seeks assignment of license from **Irving Glick** to **WZFM Inc.** for cancellation of $110,000 note due to **Radio Jax Inc.**, licensee of WZOK Jacksonville. Purchaser is **Carmen Macri,** president of Radio Jax. Ann. June 22.

WSEL-FM Chicago, Ill.—Seeks assignment of license from **State Wide Bcstg. Corp.** to **Plough Bcstg. Co.** for $50,000. **Plough Bcstg.** is wholly-owned subsidiary of **Plough Inc.,** manufacturers of medicines, cosmetics, household items, etc. Firms own WCOP-AM-FM Boston; WCAO-AM-FM Baltimore, Md.; WPLO-AM-FM Atlanta, Ga.; WMPS-AM-FM Memphis, Tenn., and WJJD Chicago. Ann. June 23.

WPEO Peoria, Ill.—Seeks transfer of control of **Radio One Corp.** from group headed by **William B. Dolph** to **J. W. O'Connor** and **Frank Babcock,** equal partners, for $25,000. Mr. O'Connor has interest in WBOW Terre Haute, Ind.; WCVS Springfield and WJRL Rockford, both Illinois; and KLEE Ottumwa, Iowa. Mr. Babcock is 50% owner of KWNT Davenport, Iowa. Ann. June 23.

WBTC Farmville, N.C.—Seeks assignment of license from **Farmville Bcstg. Co.** to **Farmers Bcstg. Co.** for approximately $35,000. Purchasers are **Carl V. Venters Jr.** and **H. Cloid Wade Jr.,** equal partners. Mr. Venters is employe of WUNC-TV Chapel Hill, N.C. Mr. Wade is employe of WFSC Franklin, N.C. Ann. June 22.

KRTN Raton, N.M.—Seeks assignment of license from **Colfax County Bcstg. Co.** to **Raton Bcstg. Co.** for $95,000. Purchasers are **Jay W. Howe** and **Marvin H. Shute,** equal partners, both in electronics. Ann. June 23.

WTPA-TV Harrisburg, Pa.—Seeks assignment of license from **Patriot-News Co.** to **Newhouse Bcstg. Corp.** for $700,000. Newhouse (group headed by **E. R. Vadeboncoeur,** president), is licensee of WSYR-AM-FM-TV Syracuse, and WSYE-TV Elmira, both New York; WAPI-AM-FM-TV Birmingham, Ala.; and has interests in KOIN-AM-FM-TV Portland, Ore.; KTVI (TV) St. Louis. Ann. June 23.

WEKR Fayetteville, Tenn.—Seeks assignment of license of **Fayetteville Bcstg. Co.** from **G. Paul Crowder** and **Irene C. Norman,** executors of estate of **John R. Crowder,** 50%, and **James Porter Clark** and **James W. Tate,** 25% each, to **Mr. Crowder** and **Mrs. Norman,** 50%, **Mr. Clark,** 50%, for $22,500. Ann. June 22.

KJAM Madison, S.D.—Seeks assignment of license from **Madison Bcstg. Co.** to **Madison Bcstg. Inc.** for $7,700. Principals are **Clare J. DeKoster,** 34%, **Catherine** and **Dr. J. A. Muggly,** 33% each. Mr. DeKoster is general manager of KJAM. Former 50% partner, with Mrs. Muggly, forfeited interest in station to Dr. & Mrs. Muggly in default of $7,500 loan.—Ann. June 23.

KBBS Buffalo, Wyo.—Seeks transfer of control of **Northern Wyoming Bcstg. Corp.** from **Malcolm D. Wyman,** 40%, **Donald F. Boggs,** 11.11%, **Jack Rosenthal,** 33%, and **Jeanette Maxwell,** 15.55%, to **Malcolm D. Wyman,** 51.11%, **Mr. Rosenthal,** 33⅓%, and **Jeanette Maxwell,** 15.55%, for $2,850. Ann. June 23.

Hearing Cases

FINAL DECISIONS

■ By order, commission made effective immediately May 10 initial decision and (1) granted application to Shelby County Bcstg. Co. for new am station to operate on 1520 kc, 250 w unl., DA-1, in Shelbyville, Ind., and General Communications Inc. for new station on same frequency with 500 w unl., DA-1, in Lafayette, La., and (2) denied application of Storz Bcstg. Co. to change nighttime pattern of DA of station KOMA Oklahoma City, Okla., continuing operation on 1520 kc, 50 kw unl., DA-N; also dismissed as moot Shelby's petition for grant without hearing. Ann. June 23.

■ By order, commission made effective immediately May 11 initial decision and granted application of Sam H. Bennion for new tv station to operate on ch. 10 in Pocatello, Idaho. Ann. June 29.

INITIAL DECISION

■ Hearing Examiner J.D. Bond issued initial decision looking toward granting application of Bill S. Lahm for new am station to operate on 1220 kc, 500 w D, in Wisconsin Rapids, Wis. Ann. June 29.

OTHER ACTIONS

■ Commission on June 22 directed preparation of document looking toward granting petition by respondent International Bcstg. Corp. (KWKH), Shreveport, La., for rehearing of April 13 decision to extent that it seeks addition of special conditions to grant of application of Radio Dinuba Co. to change facilities of station KRDU Dinuba, Calif., from 1240 kc, 250 w unl., to 1130 kc, 1 kw, DA, unl. Ann. June 23.

■ Commission on June 22 directed preparation of document looking toward denying applications of Capitol Bcstg. Co. and W.A. Pomeroy for new am stations to operate on 730 kc, DA, D—Capitol with 500 w in East Lansing, and Pomeroy with 250 w in Tawas City-East Tawas, Mich. Ann. June 23.

■ By memorandum opinion and order, commission dismissed "petition to intervene and protest" by B.H. Ingle Sr., directed against the May 18 grant of assignment of license of station WSHE Raleigh, N.C., from Merchants and Farmers Radio Sation WMSN Inc., to Raleigh Bcstg. Corp. The station was formerly owned by Mr. Ingle. Ann. June 23.

■ By memorandum opinion and order, commission denied petition by the Broadcast Bureau for reconsideration of March 14 grant of petition by WENT Bcstg. Corp. (WENT), Gloversville, N.Y., intervenor, to enlarge issues to include economic issue in proceeding on application of Martin Karig for new am station in Johnstown, N.Y. Ann. June 23.

■ By memorandum opinion and order, commission denied petition by Paul A. Brandt for reconsideration and rehearing directed against March 9 decision denying his application for new am station to operate on 1450 kc, 100 w unl, in Gladwin, Mich. Comr. Lee dissented. Ann. June 23.

■ By memorandum opinion and order, commission granted petition by Southern Wisconsin Radio Inc. (WCLO), Janesville, Wis., and severed groups 1 and 2 from consolidated proceeding on am applications for new stations or increase in power by existing stations involving 1220-1250 kc, and retained the severed applications and respondents in separate consolidated hearing to resolve issues pertaining to them. Severed applications are: Voice of Dowagiac, Dowagiac, Mich.; Iowa Great Lakes Bcstg. Co. (KICD), Spencer, Iowa; WSBC Bcstg. Co. (WSBC), Chicago, Ill.; Cornbelt Bcstg. Corp. (KFOR), Lincoln, Neb.; WTAX Inc. (WTAX), Springfield, Ill.; WJMC Inc. (WJMC), Rice Lake, Wis.; Bloomington Bcstg. Corp. (WJBC), Bloomington, Ill.; Granite City Bcstg. Co. (WJON), St. Cloud, Minn.; Southern Wisconsin Radio Inc. (WCLO), Janesville, Wis.; Marshall Electric Co. (KFJB), Marshalltown, Iowa; Radio Moline Inc. (WQUA), Moline, Ill.; KODY Bcstg. Co. (KODY), North Platte, Neb., and Wapello County Bcstg. Co. (KBIZ) Ottumwa, Iowa. Severance shall neither prejudice nor strengthen Voice of Dowagiac, WSBC or Anderson Bcstg. Corp. (WHBU), Anderson, Ind. (latter in group 3) in determinations to be made under 307 (b) and 3.28 (c) issues in both proceedings. Comr. Lee dissented. Ann. June 23.

■ By memorandum opinion and order, commission denied supplemental request by Voice of Dowagiac to sever its application for new am station in Dowagiac, Mich., and that of WSBC Bcstg. Co. to increase daytime power of station WSBC Chicago, Ill., from consolidated proceeding and to hear two severed applications in separate proceeding. Ann. June 23.

■ By memorandum opinion and order, commission, on petition for reconsideration by Beloit Bcstrs. Inc., removed from con-

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solidated hearing and granted its application to change directional pattern of station WBEL South Beloit, Ill., from DA-2 to DA-N, continuing operation on 1380 kc, 5 kw unl. Ann. June 23.

■ By memorandum opinion and order, commission (1) granted petition for reconsideration by Mile High Stations Inc., to extent of vacating Dec. 8, 1959 order and terminating proceedings in matter of revocation of license for its am station KIMN Denver, Colo., and (2) ordered KIMN to cease and desist practices which were subject of proceeding, effective July 5. Chmn. Ford dissented with statement. Ann. June 23.

■ Granted applications by following 8 fm stations for SCA to engage in background or storecasting service on multiplex basis: KYEW Phoenix, Ariz.; WAVY-FM Portsmouth, Va.; KIHI Tulsa, Okla.; KBCA Los Angeles, Calif.; KPRI San Diego, Calif.; WFMM-FM Baltimore, Md.; KNUZ-FM Houston, Tex., and WRFL Winchester, Va. Ann. June 23.

■ Commission extended for 30 days, from June 30, period of grace for existing tv repeaters (boosters) which operate on vhf channels.

■ By memorandum opinion and order, commission granted request of Modern Bcstg. Co. of Baton Rouge Inc. (WAFB-TV, ch. 28), Baton Rouge, La., for STA for 90 days to operate on ch. 9 with ERP 24.1 dbk (257 kw) vis. and 21.3 dbk (135 kw) aur., ant. height 500 ft.; conditioned that temporary operation will expire automatically upon commencement of operation on ch. 9 in Baton Rouge by any grantee for regular operation. (June 13 initial decision looked toward granting application of Modern for regular operation on ch. 9 and dismissing without prejudice competing application of Community Bcstg. Co.; applicants had agreed to consolidate their interests.) Ann. June 29.

■ By decision, commission granted (1) applications of Russell G. Salter Inc., for new am station to operate on 1460 kc, 1 kw, DA, D, in Dixon ,Ill., and WRAC Inc., to change trans. site and increase radiation of station WRAC Racine, Wis., continuing operation on 1460 kc, 500 w, D, and (2) petition by Dixon Bcstg. Co. to dismiss its similar application for new station in Dixon. Sept. 14, 1959 initial decision looked toward granting Dixon and WRAC applications and denying Salter application. Ann. June 29.

■ By memorandum opinion and order, commission, on petition by Tri-Counties Public Service Inc., severed from consolidated proceeding and granted its application for mod. of cp of its classs B fm station KUDU-FM Ventura-Oxnard, Calif., to increase ERP from 24 kw to 28 kw and reduce ant. height from minus 16 ft. to minuc 27 ft., and make equipment changes, on 95.1 mc; engineering condition. Ann. June 29.

■ By further notice of proposed rulemaking in proceeding on interim policy of shorter-spaced vhf tv channel assignments and amendment of part 3 concerning tv engineering standards, commission substituted field strength charts for chs. 2-6 and chs. 7-13 to be used for preparation of comments and data and, in absence of more refined data with respect to radio wave propagation, are proposed to replace charts for vhf channels in sec. 3.699 of rules. Charts for chs. 2-6 are same, except for label, as those issued in May 5 notice, and charts for chs. 7-13 were derived by merging present high vhf ad hoc groundwave curves with latest RPAC tropospheric curves. Commission will continue to seek additional data and measurements as well as refinements of methods of analysis and prediction, in effort to improve accuracy and reliability of these charts. Ann. June 29.

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■ By memorandum opinion and order, commission denied request by Guinan Realty Co., Mt. Carmel, Pa., for stay of April 12 decision which granted application of Louis Adelman for new am station to operate on 1300 kc, 1 kw, DA, D, in Hazleton, Pa., and which denied application of Guinan for same facilities in Mt. Carmel. Comr. Cross dissented. Petition by Guinan for reconsideration of April 12 decision is pending. Ann. June 29.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted joint petition by applicants and extended to July time to respond to petition by Broadcast Bureau to set aside initial decision and consolidate applications of Catskills Bcstg. Co., Ellenville Bcstg. Co. and Ulster County Bcstg. Co., for new am stations in Ellenville, N.Y., in hearing. Action June 28.

■ Granted petition by WTTT Inc. (WTTT) Arlington, Fla., and extended to July 15 time to respond to petition by Whiteville Bcstg. Co. for enlargement of issues in proceeding on WTTT's am application et al (Action June 22); Granted petition by Broadcast Bureau and extended to June 24 time to respond to joint petition by Onslow Bcstg. Corp. (WJNC) Jacksonville, N.C., and Capitol Bcstg. Co., (WRAL) Raleigh, N.C., for severance and grant of their am applications which are consolidated for hearing. Action June 24.

By Hearing Examiner J. D. Bond

■ Pursuant to determinations made on record at June 22 further hearing in Biloxi, Miss., tv ch. 13 proceeding, continued further hearing to a date to be fixed by subsequent order and certified to commission for appropriate action entire record in proceeding. Action June 22.

■ Pursuant to procedures agreed upon at June 22 further hearing, continued further hearing to July 15 in proceeding on am application of High Fidelity Stations Inc. (KPAP) Redding, Calif. Action June 22.

■ Granted petition by E. Anthony & Sons Inc. for leave to further amend its application for new tv station to operate on ch. 6 in New Bedford, Mass., to reflect circumstances, terms, and conditions pursuant to which merger of interests by all applicants may be effected so that applications of Eastern States Bctg. Corp. and New England Tv Co., may be dismissed in accordance with their pending petitions, and certified record to commission for appropriate action. Action June 24.

■ Granted request by Cosmopolitan Bcstg. Co., applicant for am stations in New Orleans, La., and Memphis, Tenn., and extended from June 29 to July 29 time to file oppositions to petitions by Springhill Bcstg. Co., Mobile, Ala., and Northwest Mississippi Bcstg. Co., Senatobia, Miss., to enlarge issues in proceeding on their applications which are consolidated for hearing. Action June 27.

By Hearing Examiner Thomas H. Donahue

■ Granted joint motion by applicants to extent of continuing dates for exchange of cases, conference, freeze of cases, and first hearing date from June 20, June 27, July 5 and July 7, respectively, to July 5, July 12, July 19, and July 21, respectively, and denied request for extension of further hearing date from July 18 to Aug. 3; on own motion, continued further hearing from July 18 to July 28 in proceeding on fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, and Benjamin C. Brown, Oceanside, both California. Action June 21.

■ Granted petition by Broadcast Bureau and extended to July 1 time to respond to petition for review of examiner's ruling pertaining to field strength measurement data in proceeding on applications of Alvarado Tv Co., (KVOA-TV) and Old Pueblo Bcstg. Co. (KOLD-TV) Tucson, Ariz. Action June 23.

■ Granted petition by Broadcast Bureau and extended from June 22 to June 29 time to file proposed findings of fact and conclusions in proceeding on applications of Alkima Bcstg. Co., Herman Handloff and Howard Wasserman for am facilities in West Chester, Pa., and Newark, Del. Action June 24.

■ Scheduled further hearing for July 14 and ordered that, among other timely and valid matters which parties may wish to propose in hearing. Hearing shall comprehend questions, (a) of closing record and, (b) date for filing proposed findings or fact and conclusions of law in proceeding on applications of Voice of Dowagiac for new am station in Dowagiac, Mich., et al. Action June 27.

By Hearing Examiner Millard F. French

■ Pursuant to agreement reached at prehearing conference, continued hearing from July 11 to Oct. 11 in proceeding on am applications of Clarke Bcstg. Corp. (WGAU) Athens, Ga., et al. Action June 23.

■ Upon request of Suburban Bcstg Co., Mount Kisco, N.Y., continued from June 24 to July 11 date for exchange of exhibits and continued from July 5 to July 25 date for hearing in proceeding on fm applications of Suburban and Camden Bcstg. Co., Newark, N.J. Action June 23.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled final date of Sept. 12 to file proposed findings of fact and conclusions and Oct. 3 for replies in proceeding on application of M & M Bcstg. Co. (WLUK-TV, ch. 11) Marinette, Wis. Action June 27.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference for 2 p.m., July 21, in proceeding on application of Storer Bcstg. Co. (WWBA-FM) Wheeling, W.Va. Action June 22.

Dismissed petition and supplement by Consolidated Bcstg. Industries Inc., for leave to amend its application for new am station in Natick, Mass. Action June 24.

By Hearing Examiner H. Gifford Irion

■ Dismissed as moot request by John P. Rabb for additional time to exchange engineering exhibits in proceeding on am applications of York County Bcstg. Co. (WRHI) Rock Hill, S.C., et al. Action June 22.

■ Received in evidence exhibit 5 and closed record in proceeding on am application of Booth Bcstg. Co. (WTOD) Toledo, Ohio. Action June 22.

■ Granted petition by TOT Industries Inc., and continued hearing from July 12 to Sept. 13 in Medford, Ore., tv ch. 10 proceeding. Action June 22.

■ Granted petition by Lawrence Shushan for leave to amend his application for a new tv station in Albany, Calif., to change from 100.5 mc to 100.9 mc and removed amended application from hearing and returned to processing line; application is consolidated for hearing with application of United Bcstg. Co. (KEEN-FM) San Jose, Calif. Action June 27.

By Hearing Examiner David I. Kraushaar

■ On own motion, continued hearing from July 27 to Sept. 1, and ordered that ground rules established at prehearing conference for conduct of hearing and exchange of exhibits shall remain unchanged except to extent that parties may, if they desire, agree among themselves upon changes in dates for exchange of exhibits provided they advise examiner thereof by appropriate letter and such changes will not adversely affect orderly and expeditious conduct of hearing in proceeding on am applications of Hub City Bcstg. Co., (WBSY) Hattiesburg, Miss. et al. Action June 28.

By Hearing Examiner Forest L. McClenning

■ Scheduled hearing for July 13 at 11 a.m., in proceeding on applications of Independent Bcstg. Co., and High Fidelity Music Co., for new fm stations in Darien, Conn., and Port Jefferson, N.Y. Action June 22.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Cal-Radio Inc. (KLIV) San Jose, Calif., and substituted it for former licensee of such station, Santa Clara Bcstg. Co., (KSJO) as party respondent, and noted appearance of Charles V. Wayland and Grover C. Cooper as counsel in proceeding on application of Bay Area Electronic Asso. for new am station in Santa Rosa, Calif. Action June 23.

■ Granted petition by Tidewater Bcstg. Co., Smithfield, Va., and extended to June 24 time to submit for reconsideration, clarification and other relief directed to commission's memorandum opinions and orders, released May 31, in proceeding on Tidewater's am application which is consolidated for hearing. Action June 23.

■ Granted petition by Fayetteville Bcstg. Co. (WEKR) Fayetteville, Tenn., for leave to amend its am application to reflect assignment of license to new partnership; application is consolidated for hearing. Action June 23.

■ Granted joint motion by Richmond Bcstg. Co., Centerville, Ind., et al, and continued dates scheduled April 18 for step 3 of group 2 pending action by commission with respect to consolidation of Muskingum Bcstg. Co. application for 940 kc at Zanesville, Ohio, into proceeding; after commission action on Muskingum application, further conference will be held and new dates scheduled for proceeding. Action June 23.

■ Reopened record in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL) Florence, Ala., et al., for purpose of receiving in evidence Radio Muscle Shoals exhibit no. 4 and closed record. Action June 27.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of June 24

KBLO Hot Springs, Ark.—Granted involuntary assignment of license to Stan Morris, trustee in bankruptcy.

WEMJ Laconia, N.H.—Granted assignment of cp to **New Hampshire Bcstg. Corp.**

KANA Anaconda, Mont.—Granted authority to sign off at 6:05 p.m., daily.

WYAL Scotland Neck, N.C.—Granted license for am station.

■ Granted licenses for following fm stations: KWME-FM Walnut Creek, Calif.; KHOL-FM Kearney-Holdrege, Neb.; WIFE Dayton, Ohio; KADI St. Louis, Mo.; WGHJ Lawrence, Mass.; WMLS-FM Sylacauga, Ala.; WSMI-FM Litchfield, Ill.; noncommercial education station WIPR-FM San Juan, P.R.

WJAX-FM Jacksonville, Fla.—Granted license covering changes in trans. equipment.

WTOL Toledo, Ohio—Granted license covering installation of old main trans. as auxiliary trans.; remote control permitted.

WWSW-FM Pittsburgh, Pa.—Granted license to operate auxiliary trans. using ant. system authorized for main trans.; change ERP to 4 kw and ant. height to 940 ft.

WFYI Mineola, N.Y.—Granted licence covering increase in power, installation of new trans. and DA-D, change in ant.-trans. location and changes in ant. and ground system.

WTMJ Milwaukee, Wis.—Granted license covering changes in non-DA system and make changes in ground system.

KNOB Long Beach, Calif.—Granted license covering increase in ERP to 79 kw, installation of new ant.-trans.; decrease ant. height to 410 ft.

KETO-FM Seattle, Wash.—Granted license covering increase in ERP to 17.7 kw.

***KCVN (FM)—Stockton, Calif.**—Granted license covering installation of new trans.

WWXL Manchester, Ky.—Granted license covering installation of new trans.

WFBM Nashville, Tenn.—Granted license covering increase in ERP to 3.4 kw; ant. height to 180 ft., and change in ant-trans. location.

***KWGS (FM) Tulsa, Okla.**—Granted license covering change of facilities and equipment; ERP 3.2 kw.

KSL Salt Lake City, Utah—Granted mod. of license to operate trans. by remote control (by employes of station only).

WIBW Topeka, Kans.—Granted mod. of license to operate auxiliary trans. by remote control with DA-N; conditions.

KSL Salt Lake City, Utah—Granted cp to install new trans. to be used as auxiliary trans; remote control permitted.

WLBG Laurens, S.C.—Granted cp to install new trans. at main trans. location for auxiliary purposes.

WRAY Princeton, Ind.—Granted cp to make changes in ant. by removal of tv ant. from top and side-mount fm ant. near top.

WFBG-FM Altoona, Pa.—Granted mod. of cp to change type ant.

KNDI Honolulu, Hawaii—Granted mod. of cp to change type trans.

WWIL Ft. Lauderdale, Fla.—Granted extension of completion date to Dec. 8.

KVOB Bastrop, La.—Remote control permitted.

KOIL-FM Omaha, Neb.—Remote control permitted.

Actions of June 23

WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent July 4 and Sept. 5.

KVRH Salida, Colo.—Granted extension of authority to sign-off at 8 p.m., for period ending Aug. 1.

■ Granted licenses for following am stations: KKAN Phillipsburg, Kan., and change type trans.; WJBM Jerseyville, Ill.; KYAP Ruidoso, N.M.; WAMR Venice, Fla.; WSUG Clewiston, Fla.

■ Granted licenses for following fm stations: WABX Detroit, Mich.; KFIL Santa Ana, Calif.; KHUL Houston, Tex.; WCOW-FM Sparta, Wis.; KCVR-FM Lodi, Calif.

WTOB Winston-Salem, N.C.—Granted license covering installation of new trans. to be used as alternate main nighttime, auxiliary daytime, using DA-N.

WKNX Saginaw, Mich.—Granted license to use old main trans. and ant. as auxiliary trans.; granted license covering increase in power, install of new trans., change in ant.-trans. location and changes in ground system.

KCMS-FM Manitou Springs, Colo.—Granted license covering increase in ERP to 21.5, ant. height to 2080 ft., installation of new type trans. and ant. and change in trans. location.

KURY Brookings, Ore.—Granted license covering increase in power, changes in ant. and ground system and installation of new trans.

WHOS-FM Decatur, Ala.—Granted license covering installation of new trans. and decrease in ERP to 2.35 kw; ant. height 30 ft.

KYFM Oklahoma City, Okla.—Granted license covering change in type trans.; ERP 1.5 kw.

WTYN Tryon, N.C.—Granted license covering change in facilities and installation of new trans.

WVOL Berry Hill, Tenn.—Granted license covering increase in power, change in ant.-trans. and studio location, installation of DA and new trans., changes in ant. and ground system; condition.

KPAL Palm Springs, Calif.—Granted license covering change in ant.-trans. location and installation of new ant. and ground system; waived sec. 3.188 of rules to permit operation from trans. site specified; engineering condition.

WFTC Kinston, N.C.—Granted license covering installation of new trans. (main).

WTOL-FM Toledo, Ohio—Granted mod. of cp to change type ant. and make changes in trans. equipment.

KDB-FM Santa Barbara, Calif.—Granted extension of completion date to Dec. 21.

KEFW Honolulu, Hawaii—Granted extension of completion date to Sept. 29.

Actions of June 22

WBRX Berwick, Pa.—Granted acquisition of positive control by **John S. Booth** through purchase of stock from **Thompson K. Cassel.**

KUOH Honolulu, Hawaii—Granted request for cancellation of license and authority to operate noncommercial educational fm station.

■ Granted licenses for following am stations: WCNF Weldon, N.C.; WKYN Rio Piedras, P.R.; KJAM Madison, S.D.

WMGR Bainbridge, Ga.—Granted license covering change in hours of operation, installation of DA-N, changes in ant. and ground system.

WCRI Scottsboro, Ala.—Granted license covering change in ant.-trans. and studio locations, type trans., ant. and ground system.

WLPM Suffolk, Va.—Granted license covering change of facilities, installation of DA for nighttime use; changes in ground system and installation new trans.

KCBS San Francisco, Calif.—Granted license covering installation of new trans. as auxiliary trans. without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; (3) pending anti-trust matters, and (4) pending inquiry into compliance by broadcast licensees with sec. 317 of Communications Act, and related matters.

KORN Mitchell, S.D.—Granted license covering installation of new trans., change in studio location and remote control operation.

KDRO Sedalia, Mo.—Granted license covering installation of new trans.

KFLW Klamath Falls, Ore.—Granted license covering installation of new trans.

KERN Bakersfield, Calif.—Granted license covering installation of new trans.

KORN Mitchell, S.D.—Granted license to use old main trans. as auxiliary trans.

WEMB Erwin, Tenn.—Granted license covering increase in power and installation of new trans.

KQTY Everett, Wash.—Granted license covering increase in daytime power and installation of new trans.

KROD El Paso, Tex.—Granted license covering change in ant.-trans. location, changes in ant. and ground system and installation of new trans.

WFNC Fayetteville, N.C.—Granted license covering installation of new trans. to be used as main trans.; granted license covering installation of new trans. to be used as auxiliary day and alternate main night trans.

KBUD Athens, Tex.—Granted license covering increase in power to 1 kw, and change in type trans.

WAZY Lafayette, Ind.—Granted license for am station and specify studio location.

WBOP Pensacola, Fla.—Granted license covering increase in power, changes in trans. equipment, and specify type trans.

KGFL Roswell, N.M.—Granted license covering change of facilities, ant.-trans. location, installation of new trans. and DA-N, changes in ground system and remote control operation daytime.

KSIL Silver City, N.M.—Granted license covering increase in daytime power to 1 kw and installation of new trans.

WHFI Detroit, Mich.—Remote control permitted at second point, by employes of station only.

KRHM Los Angeles, Calif.—Granted change of remote control authority.

KCBS San Francisco, Calif.—Granted mod. of license and cp to operate main and auxiliary trans. by remote control using DA-2 without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending antitrust matters; engineering conditions.

KANI Kailua, Hawaii—Granted cp to make changes in ant. system (increase height) and make changes in ground system.

KBMT Beaumont, Tex.—Granted extension of completion date to Dec. 15.

Actions of June 21

■ Granted licenses for following am stations: WAUB Auburn, N.Y., and specify studio location; WDLM East Moline, Ill., and specify studio location; WAZE Clearwater, Fla., and change studio location; WETC Wendell-Zebulon, N.C.; WCHP Tuscumbia, Ala.

WAAX Gadsden, Ala.—Granted license covering change in hours of operation, ant.-trans. location, installation of DA-N, change in ground system and type trans., studio location, and delete remote control operation.

WJEF Grand Rapids, Mich.—Granted license covering increase in daytime power to 500 w and install new trans. daytime and specify two main trans., using present licensed trans. for night use.

KSSS Colorado Springs, Colo.—Granted license covering increase in power, change in hours of operation, ant.-trans. location, installation of DA-2 and new trans., make changes in ground system and delete remote control operation of trans.

WDBM Statesville, N.C.—Granted license covering installation of new trans.

WJAZ Albany, Ga.—Granted license covering change of facilities, installation of DA, change in ant. and ground system and installation of new trans.

KRNR Roseburg, Ore.—Granted license covering change in studio and trans. location, ant. system and installation new trans.

Actions of June 20

WZFM Jacksonville, Fla.—Granted authority to remain silent for period ending Aug. 20.

■ Granted licenses for following fm sta-

Continued on page 87

More than a decade of Constructive Service

to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

California Here You Come! Join the California Gold Rush of the Golden Sixties! Here's your big chance to make the move to sunny California. We're building a brand new station (the second) in a California market that is really booming with a gigantic military installation. We need a manager, a sales manager, and sales staff. We'll pay top salaries . . . you'll have excellent opportunities for advancement with our expanding station group. You can name your own deal as manager or sales manager if you are worth $750.00 per month guarantee plus some form of profit-sharing. Apply in detail (including photograph) to Box 986A, BROADCASTING. All replies treated with strictest confidence.

FM station manager, sales oriented, for upstate N.Y. station with excellent ratings. Opportunity to purchase stock, if desired. Good salary plus override. Box 124B, BROADCASTING.

Station manager for Michigan station—immediate opening—1st ticket, announcing experience. Must have business and staff direction abilities. Good salary and bonus on gross for the right man. Send resume Box 147B, BROADCASTING.

Radio manager. Excellent opportunity. Must have proven sales record. Top-rated station. Network affiliate. Five figure salary. Send full details. Box 149B, BROADCASTING.

Sales

Permanent career in radio sales at prestige adult appeal station for solid, creative salesman with experience, initiative and desire to make money. Southern coastal medium market; well rounded economy. Account list with excellent potential. Write Box 812A, BROADCASTING.

Salesman for S.C. station in good market must be hustler interested in eventual management opportunity. $100.00 weekly plus incentive bonus. Furnish detailed information as to experience, age, education and photo. Box 909A, BROADCASTING.

Experienced salesman for radio-television stations under same ownership. Middle Atlantic states. Excellent opportunity for man seeking permanent location. Give full details, Box 939A, BROADCASTING.

Growing Carolina-Virginia group looking for salesman. Only those with solid background and desire for future management need apply. Box 135B, BROADCASTING.

Our men are earning $150-$250 weekly and campaign managers $12,000-$15,000 annually. Conducting community promotions-cash award contests now in New York, Penna., and New England. Write Box 138B, BROADCASTING.

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Radio time salesman for #1 fm station in St. Louis. Our previous sales manager averaged $280 a week, which can easily be verified, but he worked hard and earned it. He is now with a #1 station in San Francisco. If you think you can fill his shoes, contact KCFM Radio, St. Louis, Mo.

Account executive salesman, steady, secure, sales opening for experienced man who can produce results. Radio Station KGKL, San Angelo, Texas.

Is there an outstanding radio time salesman in New Mexico, Arizona, Colorado, Utah, Idaho who is looking for an opportunity? Quality programming, ABC Network. Will be in Utah, Idaho early July for interviews. Phone or write Radio Station KRSN, Los Alamos, New Mexico.

Help Wanted—(Cont'd)

Sales

Proven high earnings available with Madison, Wisconsin's easiest-to-sell station—top rated in an ideal city for your family. Phone William R. Walker, WISM Radio.

Experienced salesman—New England: Group owner in N.H. has an opening you should investigate. Good wages, excellent working conditions, chance for advancement, many fringe benefits. Contact R. C. Hale, 155 Front Street, Manchester, N.H.

Announcers

Have immediate opening for good announcer with right attitude and ability. No floaters, not top 40 operation. Box 722A, BROADCASTING.

Announcer-chief engineer for 1 kw small town daytimer . . . Good engineering job and fair announcing required. $100.00 weekly plus free hospital insurance for man and family. Send complete details in reply. Box 908A, BROADCASTING.

Wanted to hire: A combo man with first class ticket. Emphasis on announcing. Send particulars to Box 940A, BROADCASTING.

Early morning d.j. with first class ticket. Opportunity for sales also. Box 106B, BROADCASTING.

Experienced, versatile announcer wanted for southwest Virginia market. Must have good sense of tight production. 40 hours, $70. Box 117B, BROADCASTING.

Experienced morning man for western New York community. Excellent future with multi-station group. Solid adult programming. Send tape and resume. Box 132B, BROADCASTING.

Experienced announcer-salesman with first-class ticket by am-fm station in southern California, state's 4th largest market. Run own board, sell. If you're good, name your price. Send returnable tape, resume, pic. Box 134B, BROADCASTING.

Announcer—first phone engineer for 250 watt New Hampshire daytimer going on the air mid-July. Major emphasis on announcing. Send details to Box 145B, BROADCASTING.

Are you ready for pd? Bright, fast-paced music and news station in medium midwest market. Send expendable tape, photo and resume to Box 152B, BROADCASTING.

Top announcer for modern format station, number one in excellent Great Lakes market. Married. Combo-man. 1st class ticket advantageous. $100 or up for right man. Substantial chain operators. Resume, photo, tape including news, recent earnings to Box 165B, BROADCASTING.

Topnotch announcer-engineer with tight board showmanship. First class ticket, routine maintenance. Eastern Iowa. $100.00. Box 169B, BROADCASTING.

Experienced announcer with first phone; experienced announcer-commercial manager; experienced announcer. Location is large city in Louisiana. Big opportunity to right persons. Box 175B, BROADCASTING.

Immediate opening for experienced radio announcer for adult operation in Michigan. Send tape and resume to Box 177B, BROADCASTING.

Deejay for modern radio format, with personality. Versatile—come news. Boston. Tape, resume. Box 180B, BROADCASTING.

KBUD, Athens, Texas seeking experienced staff announcer.

Help Wanted—(Cont'd)

Announcers

Want 3 mature, experienced staff announcers. No deejays. Personal integrity required. Can be lifetime for best men. Top listening, top prestige, sophisticated good-music station. Tape and resume. KASE, Austin, Texas.

We need a young, energetic man to handle our day shift. No top forty boys need apply. Single station market. If you are interested in a steady job in a swell little city, call Denny Hawkins, Manager, KRAL Radio, East 4-2711, Rawlins, Wyoming.

Immediate opening announcer. Experience preferred. Apply KSDN, Aberdeen, South Dakota.

WBMK, West Point, Georgia needs combo announcer - engineer, some maintenance, good morning shift. Contact: Win Maxwell, WBMK, West Point, Georgia.

Central Pennsylvania daytimer will have an August 7 opening for a competent staff announcer. Send tape and other data to Station Manager, WCPA, Clearfield, Pennsylvania.

Announcer-engineer, experience not required. Must have good speaking voice. Rural station near Wallops Island, Virginia. If interested send audition tape or call Brooks Russell, WESR, Tasley, Virginia.

Announcer with 1st class ticket, immediate opening. Send resume, tape. WJUD, St. Johns, Michigan.

Morning announcer. Adult music, award winning news station. Latest equipment. Good working conditions. Top pay for top personality. Advancement opportunities. Commercial experience necessary. Tape and resume first letter. Manager. WRTA, Altoona, Pennsylvania.

Excellent opportunity for experienced newsman-announcer in leading integrated radio-tv operation. Must be good air salesman both radio and on-camera. WSAV Radio-Television, Savannah, Georgia.

Announcer—replacing drafted afternoon man. Know music, farm market reports, good commercial and news delivery. Restricted or higher license. References, background, tape to WTVB, Box 32, Coldwater, Michigan.

Women—Opportunity to earn extra money by recording for good local accounts. Send audition. Box 10513, Tampa 9, Florida.

Send $5.00 for honest appraisal of Phoenix and Arizona am-tv markets. Living costs, job openings, salaries etc. We will act in the form of personal management giving the best advice. No other fee. Write Red McIlvaine Productions, 701 West Solano Drive, Phoenix, Arizona.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential, Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Give your ratings a shot in the arm with Professional Services' exclusive D-J comedy material—written for radio—send for current selection. . . . just $2.98—Professional Services, Box 5815, Baltimore 8, Maryland.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? New York School of Announcing, 160 West 73rd Street, NYC, SU 7-6938.

Technical

Engineer for Washington, D.C. area station. Some experience required. Box 854A, BROADCASTING.

Help Wanted—(Cont'd)

Technical

S.E. Virginia 1,000 watt station needs reliable engineer-announcer. Engineering ability first consideration. Detailed resume and tape requested in first letter. Reply Box 918A, BROADCASTING.

Wanted, chief engineer with experience NYS. Good pay. Box 922A, BROADCASTING.

Man or woman with first class ticket who can also do some announcing and selling. Box 107B, BROADCASTING.

Chief engineer-announcer—5 kw Carolina regional. Box 136B, BROADCASTING.

Florida station needs real engineer. Maintenance, construction in challenging position with opportunity for extra money for part-time announcing if desired. No drifters or cranks considered. Box 137B, BROADCASTING.

Maryland independent needs experienced engineer with first phone for am fm operation with remote and mobile equipment. Reply in full giving background experience, references and salary requirements. Box 188B, BROADCASTING.

Engineer-announcer, or engineer-salesman. Salary open. Write General Manager, KAGE, Winona, Minnesota.

Opening for first class engineer. Must have car. Insurance and vacation benefits. Contact Chief Engineer, KSDN, Aberdeen, South Dakota.

Chief engineer, north Texas am. Must be sharp on audio and willing to work. KTXO, Sherman, Texas.

Wanted, engineer-announcer morning wake-up, sales, progressive and successful popular music station. Good base salary and number of good commissionable accounts. Contact WAFC, Staunton, Virginia.

Chief engineer, WDUN, Gainesville, Ga. Must be thoroughly qualified and experienced.

Chief engineer, 50kw directional. Must be experienced with good references. Confidential. Contact A. Zucker, WINZ, 340 Biscayne Blvd., Miami, Florida.

Need first phone engineer with or without experience, with or without announcing experience. Contact WSYB, Rutland, Vt.

Production-Programming, Others

News director. Excellent opportunity for man who desires responsibility. Direct radio and tv first department of multiple ownership, supervise second department. Send photo and details Box 148B, BROADCASTING.

Newsman-announcer, experienced, at rapidly expanding adult program station in New Jersey. Salary commensurate with ability. Box 172B, BROADCASTING.

If you're a "pro" in the radio news field, and wish to locate in a growing north central market, with a station that believes in informational programming contact Box 182B, BROADCASTING.

Experienced reporter-writer for newsroom of outstanding 50 kw clear channel. No air work. Good pay based on experience and ability. Company benefits. Contact Lincoln Harner, News Director, WHAM, Rochester, N.Y.

Experienced continuity writer. Adult music station. Good production library, latest equipment. Advancement opportunities. Resume. Manager, WRTA, Altoona, Pennsylvania.

Attention New England: Wanted, announcer with first class license for 5000 watt station. Excellent working conditions, good wages, many fringe benefits. Contact R. C. Hale, 155 Front Street, Manchester, N.H.

Do you want to live in southern Oregon and work in radio or tv? Write Jerry Paulos, KBES-TV, Box 1189, Medford, Oregon.

RADIO

Situations Wanted—Management

Manager-salesmanager experienced in national, regional, local sales. Excellent record. Box 575A, BROADCASTING.

Outstanding twenty year record in sales, general operations and management. Available immediately. Box 879A, BROADCASTING.

Radio executive. Deep background in major-market sales, programming and promotion. Hard worker with creative approach to problems. Will leave present lucrative job for one offering broader opportunities. Married, early forties, substantial type individual. If you want to permanently strengthen your organization, here's a rare change to do so. Box 128B, BROADCASTING.

Manager-top-flight, available 30 days. Experienced all phases, formula or middle-of-the-road programming. Prefer Wisconsin. Box 139B, BROADCASTING.

Strong background including sales, news, administration. Imaginative, sober, family man. Box 156B, BROADCASTING.

Golden rule policy pays off by doubling sales. You've tried everything else . . . try this! I'll cure your station profitably, professionally with Rx: adult programming showmanship, creative sales and staffing, unique promotions, realistic administration, highest community identification. Location immaterial . . . earnings open . . . highest qualifications and recommendations furnished. 15 years successful experience. Write Box 187B, BROADCASTING.

Sales

Salesman-announcer or commercial manager. Sober, familiar all phases with ten years experience. With present location 4 years. Prefer small to medium market in Texas. Box 115B, BROADCASTING.

Salesman—former radio newsman desires position in sales in Minnesota or Wisconsin. College, vet, 26, married. Available August 15. Box 122B, BROADCASTING.

Six years experience includes sales and servicing, copy-writing, announcing and production-spots, including singing commercials. Family man wants step up. Box 155B, BROADCASTING.

Salesman—3 years experience major market radio, college degree, 34, family. Wishes to build future New York, Penna., Ohio. Box 164B, BROADCASTING.

Experienced announcer D.J. 4 years, married. Would like to settle. GR 7-2391 or MU 6-3879, Herb Anderson, 47 West 28th St., N.Y. 1.

Announcers

Multi-talented combination man seeks multi-faceted position in multi-station eastern market. Box 737A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention! "Good music-news-sports station"—5 years announcing experience, college graduate. Available immediately. Box 954A, BROADCASTING.

Sportscaster-dj-newsman, experienced, 22, Columbia College graduate. Available, immediately. Box 960A, BROADCASTING.

Announcer, dj experienced. Tight format. Want to settle. Married. Not a prima donna. Box 992A, BROADCASTING.

First phone. Announcer, tight production, 4 years experience. Married, want to settle. Not a floater. Box 993A, BROADCASTING.

Announcer, experienced, sincere, versatile. Seeks radio/tv opportunity. Also sports. Box 116B, BROADCASTING.

Major or medium market adult operation looking for experienced dj? Box 121B, BROADCASTING.

Top-rated jock show, strong news, production. Have worked all formats. Write or wire Box 125B, BROADCASTING.

1st fone dj news and production. Worker with ideas. Box 126B, BROADCASTING.

Salesman-announcer. Experienced. Excellent radio voice. First class licence. Ohio. Box 127B, BROADCASTING.

Announcer, experience, vet, married, tight format, willing to work, not a floater. Box 140B, BROADCASTING.

Western states only! Sports play-by-play-sales-public relation man. 12 years experience. Family man. $150 weekly. References. Write Box 142B, BROADCASTING.

Air personality; fast-paced, young, enthusiastic, ambitious. 3 years announcing experience. Desire work in leading top 40 market. Box 143B, BROADCASTING.

Sports announcer. Nine years experience. Excellent references. Tape. Strong news, football. Box 153B, BROADCASTING.

Announcer. Experienced. Tight format. Will travel, want to settle, not a floater or prima donna. Box 158B, BROADCASTING.

First phone announcer: Experienced combo, tight format, 23, married, not a drifter or prima donna, have car—travel. Box 160B, BROADCASTING.

Ambitious, news, dj 3½ years. Married. N.Y., N.J., Conn., Mass. only Box 161B, BROADCASTING.

Staff dj. 3 years experience, married, dependable. East, northeast preferred. Box 162B, BROADCASTING.

Announcer — dj. Commercial specialist. Pleasant, mature voice. Beginner. Married. Box 174B, BROADCASTING.

DJ TALENT SEAT

The last three men who sat in this seat are now featured personalities on WLS CHICAGO—WCKY CINCINNATI and KYW CLEVELAND. If you're a potential 50,000 watt personality you may be ready for the "HOT" TALENT SEAT! Right now, the afternoon spot is open on WHOT and we're ready to hand over a **50% audience share** in the big booming HALF MILLION plus, YOUNGSTOWN market to a swinging, fast paced, modern radio dj who has the voice, the imaginative know-how, and the ambition to do a top-flight job. If this sounds like YOU, and if you feel you're ready for your last step before the really **BIG TIME,** rush immediately your best tape with references to MYRON JONES, PRESIDENT, c/o WHOT RADIO—YOUNGSTOWN 5, OHIO. It may be the best move you'll ever make!

THE GOLDEN TRIANGLE GROUP—WEEP-PITTSBURGH;

WJET-ERIE; WHOT-YOUNGSTOWN.

Situations Wanted—(Cont'd)

Announcers

Announcer—disc jockey, with fourteen years in radio and television. Seven years with 50,000 watt station in one of the ten largest markets. I pitch to the adult audience—swing, pops, and corn—no rock and roll. $170 per week minimum. Prefer midwest. Box 171B, BROADCASTING.

Announcer. Experienced, young, ambitious, married, veteran. Professional school background. Tight format. Box 176B, BROADCASTING.

Mature newsman, staff. 25, vet, college graduate. Experienced, versatile all phases, employed, best references. Hear and you'll hire. Minimum $95. Prefer Wisconsin, Minnesota, Michigan. Box 181B, BROADCASTING.

Radio-tv graduate. Strong personality. Would like initial opportunity. Married. Box 184B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Desire position as announcer and salesman. Must have $125. Presently employed. Can do, will do, for you. Box 185B, BROADCASTING.

Terrible announcer with consistently more audience than all other five stations combined, contemplating stronger challenge, stronger paycheck, fast, foolish but warm. Top thirty markets only. Box 186B, BROADCASTING.

Are you looking for an announcer that is sincere and willing to learn? We can recommend that man and know he will develop into a valuable staff man within a year's time. Call collect WNCO, Ashland, Ohio.

Combo-man, strong news, top 40, middle, c/w, all types. First phone, family, to locate Reno, northern California area. Write/call: Dixon Clay, 607 W. 95th Street, Los Angeles 44, Calif. PL 5-2070.

Situations Wanted—(Cont'd)

Announcers

Creative production air personality just left million market looking for better opportunity. Wicked man with an Ampex, a few turntables and a mike. Distinctive, intelligent, mature with network voice. 3½ years experience plus NBC-TV announcing. 29, Ivy grad., good looking, cooperative and friendly. Go anywhere for right price. Must be heard to be appreciated. Tapes, resumes, pictures available. Bill Bolté, 213 Summit Ave., Jersey City 6, N.J. HEnderson 4-5390.

Versatile, young air personality looking for outlet with current pop format. Top references from the 3 stations for which I have done top job. Will consider any market size or location. Proven record of holding all age groups with current pop music. Experienced in all time slots. Married, looking for permanent position. Available at once. Jack DuLong, 7731 Forest Preserve, Chicago 34, ME 7-0238.

Announcer, evening, write and read poetry, 1st ticket, good slow commercial delivery, no rock. Box 94, Jasper, Indiana. Phone 666.

Young, single announcer. Graduate of broadcasting school. No experience, but has a desire to gain success. Prefer south. Write Larry Evans, Aimwell, Louisiana.

Announcer - salesman, experienced, will travel. Fred Facey, 1076 Findlay Avenue, Bronx 56, N.Y. Phone WY 2-0723.

Announcers, newscasters, experienced. Good voices. Tight boardmen. Contact New York School of Announcing and Speech, 160 West 73rd St., NYC.

Experienced combo, main line sports. Prefers midwest area, will consider any attractive offer. Dick Saby, Redwood Falls, Minn.

College educated-announcer, dj, continuity writer, and news man. Available immediately! Four years experience, write or phone Owen Sherman, KMAN, Manhattan, Kansas.

No. 1 c&w disc jockey and salesman. East coast preferred. Send mail to Henry Tuck, % N.B. Williams, Route 4, Reidsville, N.C.

Received 1000 adult letters last promotion. Announcer, 1st ticket, no rock. Box 94, Jasper, Indiana. Phone 666.

DJ's experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd St., NYC.

Technical

First class engineer, 6 months board experience, available July 15. Box 938A, BROADCASTING.

4 years experience 10 kw da wants job as chief. $100.00 minimum. Box 130B, BROADCASTING.

First phone, 10 years experience radio and television—installation, maintenance and operation. Responsible, excellent references. Box 151B, BROADCASTING.

Chief, 7 years experience, good announcer. Sales, directional and construction experience. Box 94, Jasper, Indiana. Phone 666.

Production-Programming, Others

New England, New York station managers: 12 yr. veteran, announcing, production, sales, desires to relocate your area. Now program, production manager of prosperous N. Carolina kilowatt. Best references. If you're looking for a competent man who can take orders and turn out the job you want, contact: Box 101B, BROADCASTING.

Mature voice. 7 years experience in "classics" and fine arts announcing, production, writing. Seeks PD position with quality station. Box 118B, BROADCASTING.

Production director, nine years with eastern network. Full production experience, married, want production position western states. Leaving present position August 15. Box 119B, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)_____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

DISPLAY SPACE ☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ other

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ **Bill**

Situations Wanted—(Cont'd)

Production-Programming, Others

Tired of **second-rate** newsroom? Ready for aggressive, rounded newsman who'll transform yours from 'rip-n-read' stagnation into vital, living on-the-spot journalism? If so, contact experienced radio-tv, newspaper, wire service reporter-newscaster. Box 133B, BROADCASTING.

PD—nine years experience radio-tv. Qualified and experienced PR-organization man for new station setup. Married, family. Available now. Box 141B, BROADCASTING.

Need young rebuilding pd? Top market assistant ready. Five figures. Box 144B, BROADCASTING.

Program director of solid number one station in metro of nearly ½ million ready to move up. Let me show you personality programming that wins adult as well as teens. Box 183B, BROADCASTING.

TELEVISION

Help Wanted—Management

Corporation president (two radio and two television stations) needs administrative assistant. Must have thorough knowledge of corporate and administrative affairs and know bookkeeping. Must be willing to accept responsibility. Box 150B, BROADCASTING.

Sales

Sales representative. State capitol vhf in the southeast seeks experienced local sales representative. Sales promotion background considered. Productive account list available. Station owned by long-established company. Pleasant working conditions, group insurance and pension plan. Those interested send full resume, including photo to Box 170B, BROADCASTING.

Immediate opportunity for experienced tv salesman in local, regional sales position. Liberal commission and high income potential for right man. Send resume and photo to Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Announcers

Wanted: Television weather forecaster. To do three 10 minute weathercasts daily—that's all—but you must be tops in your profession. You must be able to hold an audience you will inherit from the news, and perhaps build on it. You must know your business and be a strong personality. You will face competition but this period is presently number one in its time with more audience than our two competitors combined. We have had a great weathercaster for four years and he is leaving for a better job. We will need a top man to fill his shoes, but we will pay you handsomely if you are the right man and leave you alone to do your job—weathercasting only—no commercials. If you think you qualify, and like the southwest, please write or wire immediately to Box 936A, BROADCASTING. Position open immediately but we expect you to give adequate notice if you are presently employed. Please understand you will be thoroughly investigated.

Announcer for established, top rated CBS affiliate (WSBT-TV). Good opportunity for the young man with 2-3 years experience wanting to move to larger station. Must be veteran or draft exempt. Salary plus talent arrangement. Excellent insurance, hospitalization and pension benefits. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Technical

Do you have TT25BL experience? Do you have supervisory capabilities? If so, write Box 892A, BROADCASTING.

Engineer wanted with qualifications for supervisory duties. Pioneer basic major network station in upper south. Opening requires first class radio-telephone license with studio, vtr and transmitter experience. Excellent working conditions with insurance, vacations and holidays. Send full resume with picture to Box 962A, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted—Engineer with first ticket for midwestern all uhf market. Experience preferred, but not necessary. Box 131B, BROADCASTING.

California medium market needs good, practical experienced television engineers, both studio and transmitter. Must be excellent operator television control board, projectors, switcher, microwave, etc. Also need alert, experienced transmitter man. Both men should be good on maintenance, mechanical work, and electrician. Reply box 191B, BROADCASTING.

Assistant chief engineer Gulf Coast vhf. Thorough studio maintenance background. Send resume, picture and salary. Jerry E. Smith, C.E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

Need to add male or female copy writer to staff. Send pic, resume, requirements. Station located in midwest. Ideal working conditions plus company benefits. Box 976A, BROADCASTING.

Educational tv producer-directors with substantial community program or in-school broadcast experience. Up to $6,500. 1-year contract, begin September. Send full background, experience details and salary needed to William Manschot, Production Manager, WTTW, Chicago.

Newsman wanted. Must be able to gather, write and present the news. Salary open. Contact Reeve Owen, WTVC, Chattanooga, Tennessee.

TELEVISION

Situations Wanted—Management

Assistant manager-sales manager. Exceptional background, productive sales record. Box 157B, BROADCASTING.

Sales

Sales manager-sales. Excellent record—sales and management of sales personnel. Box 168B, BROADCASTING.

Veteran sportscaster radio-television. Authoritative, colorful play-by-play football, basketball, baseball, boxing. 12 years all phases plus news-interviews-special events. Solidly commercial. High ratings. Excellent references. Box 747A, BROADCASTING.

Desire television news position. Degree in Speech and History. Radio background. Would accept announcing lending to news. John DuVal, 2715 Alabama, Fort Smith, Arkansas.

Technical

Chief, tv-am. Available for south or southwest. Handled large and small operations. Box 912A, BROADCASTING.

1st phone license, experience, currently CREI student. Will relocate for permanent position. Box 173B, BROADCASTING.

Production-Programming, Others

6 years professional, on-camera experience. 4 years producing-performing news, public affairs, special events, weather and sports. Will consider offers on basis of challenge and potential. Now staff in top metro market. Box 123B, BROADCASTING.

Director, first class engineering license, desires opportunity with small/medium station to utilize 2½ years of thorough groundwork all phases broadcast. Box 159B, BROADCASTING.

Stop gambling on new employees. Duds and hot-shots never complete our comprehensive studio production and operating program. Contact: Intern Supervisor, WTHS-TV, Miami.

FOR SALE

Equipment

New, unused Schafer 400-R remote control system, list $1,695 for $1,200. Never removed from cartons. Box 860A, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

RCA television rack equipment: TA-1A distribution amplifier, TA-5D stabilizing amplifier, TM-6B master monitor, WP-33B power supply, two 580-D power supplies, two video patch panels. Best offer accepted. Box 129B, BROADCASTING.

Gates dynamote portable remote amplifier—brand new—$250. Box 166B, BROADCASTING.

Steelman transitape, portable all-transistor 2-speed tape recorder—$100. Box 167B, BROADCASTING.

Multiplex receivers—12 Bogen (RM2), 1 Bogen (RM2A), 2 Browning (XR-100 with adapter), one teletronix (MX11A). All about one year old and now in use and operating. Available about July 15th. We're going out of the background music business. Total cost to us was $2400. Will sell at 25% off or $1,750. Write Box 190B, BROADCASTING.

Tape recorders, several Ampex 350 console, half track, 7½ and 15 ips. Excellent. $1000 each $1050 crated. Radio Station KCHJ, P.O. Box 966, Delano, California.

12 slimline base light fixtures #TV664G. Excellent condition. Transformer box #TV-664BG5 included. $100 each. KHOU-TV, Box 11, Houston, Texas.

Magnacord PT16-J recorder and PT6-A transport, complete. Recently completely factory reconditioned. $150.00. WCRA, Effingham, Illinois.

For sale on ground—1 Truscon 400 foot guyed tower, complete with base insulator and lighting. Will support small tv or fm antenna. 1 RCA AGC amplifier BA-21A. 1 Tapak portable battery operated tape recorder. 1 Taco heavy duty 72 ohm Channel 3 antenna. 1 RCA TK1C monoscope camera in use two years. Contact Chief Engineer, WINR-TV, Binghamton, New York. Telephone—RA 3-8251.

A 1000 watt Collins transmitter in operating condition. Will sell reasonable. Radio Station WMOZ, Post Office Box 228, Mobile, Alabama.

For sale—1 260' Lehigh self supporting tower. Available immediately. Contact: Bill Angle, Ace High Tower Erector Company, Greenville, No. Car. Tele: PL 8-2640.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp Co., Box 6111, San Diego 6, California.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronics Co., Box 31, Temple, Texas.

Two 270-foot heavy-duty Fisher guyed towers available by October 1st. W. D'Orr Cozzens, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

Get into fm power cheap. 10 kw Western Electric transmitter 506 B-2, with brand new Gates exciter, new tubes throughout. GE 8 bay antenna BY 8 B. Make offer. L.E. Latham, Box 77, Atlanta, Ga., DR 8-8808.

Dehydrators, automatic and complete, **rigid** coaxial transmission line, with fittings and hardware. Write for listing. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

Tower erection, tower painting, coaxial line repairs, mechanical inspections, grounding systems, lightning rods, lightning protection systems. Financing if desired. Tower Maintenance Co., Inc., 410-7th Ave., N.E., Glenburnie, Md. Day phone SO 6-0766—Night and emergency phone SO 1-1361. Write or call collect.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

FOR SALE

Equipment—(Cont'd)

General Precision Laboratory 16mm kinescope recorder, model PA-303 with Maurer sound of film system and utilizing electronic shutter. For further information contact the Director of Purchasing, University of Missouri, Columbia, Missouri.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Schafer automatic program equipment. Used less than one year. Manufacturer's guarantee 4 years. $8,000.00. Call Olean, N. Y. 20161.

WANTED TO BUY

Stations

Want station in northeast city over 100,000 population. To 150M up to 40M down. Principal. Box 100B, BROADCASTING.

Want west coast am. To $250,000. Ready Confidential. Will protect brokers. Box 146B, BROADCASTING.

Equipment

Used Gray Telop model 2-R. Must be in good condition. KBTX-TV, Bryan, Texas.

Want used PT-6 Magnecord. Send condition, price to George Williams, KGHM, Brookfield, Missouri.

Wanted—Used transmitting and antenna equipment for maximum power on Channel 3 installation. Write or call Harold Thoms, 75 Scenic Highway, Asheville, N.C., phone ALpine 4-4448.

Western Electric 702A oscillator unit, complete in good working condition. Contact: S. E. Hawkins, Chief Engineer, WITH, 7 East Lexington St., Baltimore 3, Maryland.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Convert your excess equipment to cash. Anything bought and sold from a tube to a tower. Electrofind, 550 Fifth Avenue, N.Y.C.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Classes 9 a.m. to 6 p.m. five days a week. Tuition $300. We have no failures. The Pathfinder Method, 510 16th St., Oakland, California.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Funniest one-liners ever created. Produced on tape especially for your show or station. Rush letterhead request for sample tapes! Box 732A, BROADCASTING.

RADIO

Help Wanted—Sales

Broadcast Sales Engineers

Collins Radio Co., a leader in the manufacture of quality broadcast equipment, has an unusual opportunity for a Broadcast Sales Engineer in Washington, D.C. Knowledge of equipment used in broadcasting is essential. Broadcast Sales and Engineering experience helpful. Salary commensurate with experience and ability. Complete company benefits. Send resume to:

Mr. E. S. Gagnon
Broadcast Sales
Collins Radio Company
Cedar Rapids, Iowa

COLLINS

COLLINS RADIO COMPANY
CEDAR RAPIDS ● DALLAS ● BURBANK

Production-Programming, Others

SALES PROMOTION MAN

Large service organization has opening for well-rounded creative promotion man at its Chicago headquarters. Experience with media sales and promotion in radio, TV, or related fields is essential. Responsible for direct mail campaigns, trade advertising, brochures, etc., in co-operation with established operations.

Salary open. Immediate start. Please submit resume including age, education, past experience and salary earned.

Box 958A, BROADCASTING

Record Librarian Wanted

Leading Midwestern station in major market looking for librarian able to administer and program adult record format. Excellent salary and working conditions. Bright future for creative "self starter." If you are young program man and management type send resume and photograph to:

Box 108B, BROADCASTING.

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

WASHINGTON NEWS CORRESPONDENT

Wanted: News conscious TV station to join 2 or 3 other stations in sponsoring a Washington news correspondent as a unit of station's news department for general assignment, news coverage in depth and special events.

Box 189B, BROADCASTING.

FOR SALE

Equipment

Spotmaster

Cartridge Tape Equipment
NOW IN 150 STATIONS
For descriptive material, write
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or
contact your VISUAL ELECTRONICS man

WANTED TO BUY

Stations

SELL—LEASE YOUR STATION?

Capable-proven California operator interested small market AM station. West Coast preferred but will consider other locations. Confidential.

Box 154B, BROADCASTING.

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Profitable Eastern Radio Stations

If you wish to sell your profitable radio station for the best price, we would like to offer your property to our financially qualified clients. Our firm handles a limited number of sound properties on an individual basis. A completely documented personal presentation of your property assures you of the highest price and maximum protection from disclosure.

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Circle 6-0276
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Let us fit you into the job you want. We place ALL broadcast personnel in eight Upper-Midwest states. If you're looking to step UP—write NOW.

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FEderal 9-0961

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you can't beat a classified ad in getting top-flight personnel

STATIONS — FOR SALE

Southern single. $40,000 terms—Southwest medium regional. Big profits. $97,500 29%—Southwest medium fulltime. Making money. $115,000 29%—Southern major daytime regional. $75,000 with $23,750 down.—Southern major power fulltimer. In black. $350,000 terms.—West Coast regional. Good earnings, $350,000 29% Southwest major daytime. $225,000 29%—Southwest fulltime regional. Top profits. $200,000 29% Midwest fulltimer, medium market. Very profitable. $150,000 29%—Record company for sale. PATT McDONALD, Box 9266, Austin Texas. GL. 3-8080, or Jack KOSTE, 60 E. 42nd., NY 17, N.Y. MU 2-4813

Fla.	Small	Local	$50M	29%
N.C.	Small	Local	120M	29%
N.C.	Small	1kw-D	75M	15 dn.
Ida.	Small	250w	50M	terms
Va.	Single	1kw-D	80M	25 dn.
Miss.	Single	250w	140M	10 yrs.
Tex.	Single	250w	25M	8 dn.
Ill.	Single	Daytimer	95M	terms
Cal.	Single	Fulltime	65M	low dn.
N.Y.	Single	Daytimer	105M	cash
Fla.	Medium	Regional	175M	53 dn.
Ala.	Metro	1kw-D	175M	58 dn.
Cal.	Metro	Local	175M	29%
Fla.	Large	Regional	165M	cash
SE	Maj-Sub	1kw-D	150M	35 dn.
Mid Atl	Major	Fulltime	330M	25%
Central	Major	Daytimer	415M	cash
Fla.	Major	250w	250M	29%

And Others

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Security Bldg. Davenport, Iowa

SOUTHWEST DESERT AREA

5 kw daytimer grossing $80,000. A real buy at $105,000 with $29,000 down and a long payout.

Box 178B, BROADCASTING

SOUTHERN CALIFORNIA FULLTIME

An unusual opportunity for an acceptable buyer to acquire ownership of a prestige California property with a history of high billings and ownership earnings for the very low down payment of $25,000.

Box 179B, BROADCASTING.

STATIONS FOR SALE

ROCKY MOUNTAIN—Full time. Exclusive. $80,000 average annual gross for last 5 years. Asking $90,000 for 29%.

CALIFORNIA. Large market. Powerful daytimer. Very profitable. $300,000 with 29%.

TOP MARKET. Daytimer. Doing better than $200,000 a year. Asking $310,000 with 29%.

SOUTHEAST. Profitable daytimer. Did $84,000 last year. Ahead time year. Asking $125,000 with 29%.

ROCKY MOUNTAIN. Full time. Network. Profitable. Asking $100,000 with 29% down.

NORTHWEST. Daytimer near large market. Asking $70,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 81

tions: WNSL-FM Laurel, Miss.; WFLM (FM) Fort Lauderdale, Fla.

WCOL Columbus, Ohio—Granted licenses covering installation of new main trans. and to use old main trans. at location of main trans. as alternate main trans.

WALM Albion, Mich.—Granted license covering change in hours of operation, installation of DA-N, change ground system and ant.-trans. and studio locations.

WCMR Elkhart, Ind.—Granted license covering increase in power, installation of new trans., changes in DA and ground systems and DA pattern.

WCSC-FM Charleston, S.C.—Granted license covering increase in ERP to 50 kw, ant. height to 700 ft., installation of new ant. and change in ant.-trans. and studio locations.

WKNX-TV Saginaw, Mich.—Granted mod. of license to specify trans. and studio location change and waived sec. 3.613 of rules.

KDXU St. George, Utah—Granted mod. of license to change studio location and remote control point.

KQTY Everett, Wash.—Granted mod. of license to change remote control point, to be operated by employes of station only.

KREX-TV Grand Junction, Colo.—Granted cp to change type trans. and make equipment changes.

WNAD Norman, Okla.—Granted cp to install new type trans.

WMCR (FM) Kalamazoo, Mich.—Granted cp to make changes in trans. equipment.

WVNJ Newark, N.J.—Granted cp to install new type trans.

WHIO-FM Dayton, Ohio—Granted cp to increase ERP to 35 kw, ant. height to 1,060 ft., change ant.-trans. location, install new type ant. and make changes in ant. system.

KWCS-TV Ogden, Utah—Granted mod. of cp to change ERP to vis. 5.25 kw, aur. 2.63 kw, install new ant. system, change type trans. and make changes in equipment.

KRNM-TV Roswell, N.M.—Granted mod. of cp to change ERP to aur. 9.162 kw, vis. 18.281 kw, change trans. and studio locations, type trans., type ant., ant. structure and ant. height to 122 ft.; waived sec. 3.613 of rules.

WDBN (FM) Barberton, Ohio—Granted mod. of cp to change ant.-trans and main studio location and ant. height to 430 ft.; engineering conditions; waived sec. 3.317 (a)(1) of rules to permit use of trans. with power output rating of 15 kw.

KCUL Fort Worth, Tex.—Granted mod. of cp to change type of daytime trans.; condition; granted extension of completion date to Oct. 31.

WAMO Pittsburgh, Pa.—Granted mod. of cp to specify studio location, change type trans. and make changes in ant. system; conditions.

Actions of June 17

WICA-FM Ashtabula, Ohio — Granted change of remote control authority.

KMON Great Falls, Mont. — Granted change of remote control authority.

Action of June 15

WLOB-FM Portland, Me.—Granted cp to replace expired permit for new fm station.

License Renewals

■ Following tv translator stations were granted renewal of license: K70AH, Parker, Ariz.; K76AO, K71AM, K82AH, Olivia, Minn.; K70BG, K74AR, Deer River, Minn.; K72AT, K75AM, Bemidji, Minn.; K78AK, K82AF, Cass Lake, Minn.; K75AC, Farmington, N.M.; K75AH, Indio, Calif.; K76AL, Canby, Calif.; W78AB, Johnson City and Vestal, N.Y.; W81AB, Hillcrest and Chenango Bridge, N.Y.; W79AC, Wilkes-Barre, Pa.; K72AO Jackson, Wyo.

■ Following stations were granted renewal of license: WFEA Manchester, N.H.; WYSL Amherst, N.Y.; WCNX Middletown, Conn.; WESX Salem, Mass.; WREB Holyoke, Mass.; WSTC-AM-FM Stamford, Conn.; WFGM Fitchburg, Mass.; WACE Chicopee, Mass.; WICY Malone, N.Y.; *WKCR-FM New York, N.Y.; KEPR Kennewick-Richland-Pasco, Wash.; WBIC Islip, N.Y.; WKRT Cortland, N.Y.; KBRV Soda Springs, Idaho; WERI Westerly, R.I.; KPAL Palm Springs, Calif.; WLIR (FM) Garden City, N.Y.; KEPR-TV Pasco, Wash.; WOSC Fulton, N.Y.; WTKO Ithaca, N.Y.; WFPG Atlantic City, N.J.; WLEA Hornell, N.Y.; KHAS-TV Hastings, Neb.; *KCTS (TV) Seattle, Wash.; WTRY Troy, N.Y.

■ Granted renewal of licenses of Midcontinent Bcstg Co. stations KELO-TV, Sioux Falls, and KPLO-TV Reliance, S.D., and Triple-City Bcstg Co. station KDLO-TV Florence, S.D. By letter, reminded licensees of requirement for full identification of source and/or sponsor as result of telecasting by their tv stations of kinescope summaries of 1958 "Kohler" hearings.

WHICH JOB WOULD YOU TAKE?

If you're like most of us, you'd take the job with the more tempting salary and the brighter future.

Many college teachers are faced with this kind of decision year after year. In fact, many of them are virtually bombarded with tempting offers from business and industry. And each year many of them, dedicated but discouraged, leave the campus for jobs that pay fair, competitive salaries.

Can you blame them?

These men are not opportunists. Most of them would do anything in their power to continue to teach. But with families to feed and clothe and educate, they just can't make a go of it. They are virtually *forced* into better paying fields.

In the face of this growing teacher shortage, college applications are expected to *double* within ten years.

At the rate we are going, we will soon have a very real crisis on our hands.

We *must* reverse this disastrous trend. You can help. Support the college of your choice today. Help it to expand its facilities and to pay teachers the salaries they deserve. Our whole future as a nation may depend on it.

It's important for you to know more about what the impending college crisis means to you. Write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.

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OUR RESPECTS TO . . .

Joseph Louis Herold

Joe Herold has been credited by his industry friends with what was, and may still be, a world's television record —from a box of paper clips to station programming in 28 days. This deft maneuver was accomplished in the Sept. 1-28 period in 1952, at KBTV (TV) Denver, second post-freeze station to go on the air.

At the time Joe had accumulated extensive experience as technical midwife to new tv stations. His first effort in this new art had taken place at WOW-TV Omaha, where he had been technical director under the late Johnny Gillin (WOW-AM-TV; KODY North Platte, Neb.). In 1947 Joe started his tv career by setting up a closed-circuit training program for the anticipated WOW-TV operation. With the title of tv manager, he had a staff already trained when WOW-TV took the air in the summer of 1949.

Two other developments important to his career took place in 1949. First he became interested in selling, a natural transition for any alert young man who had served many years under Johnny Gillin, one of the industry's top managers. Second, he agreed to a blind date with Lillian Mary Dixon, secretary to Harry Bannister at WWJ Detroit. Miss Dixon was stopping in Omaha on her summer vacation. The date eventually led to the altar.

Goodbye Omaha ■ After Johnny Gillin's death in July 1950, Joe's grief at the loss of his best friend developed into a case of itchy foot and he left Omaha after living there for two decades. Incidentally, he had been active in tv training at Creighton U. there, and many of his students are now in the industry. Many of the techniques he pioneered in Omaha are still standard operating procedure. Among industry "firsts" he is credited with microwave innovations, remote originations, educational programs and low-budget live commercials. He had conducted detailed costs analyses through weekly surveys of station operating costs.

All this tv experience equipped Joe for the assignment that took him from Omaha in 1950—television consultant for Union Radio & Television (CMUR-TV Havana, Cuba), where he supervised staff training and installation of the new station. A year later he performed a similar job at Radio Televisao, Paulista, at Sao Paulo, Brazil.

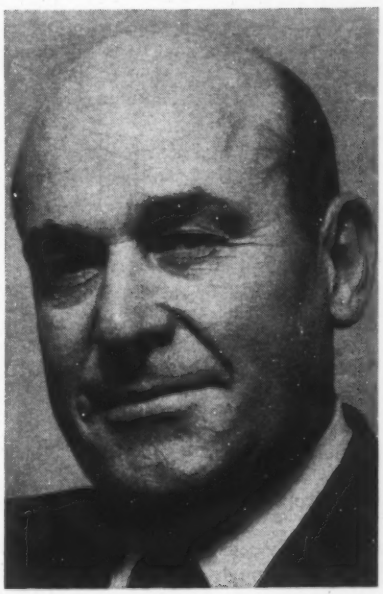
RCA called him next in anticipation of the end of FCC's freeze on tv station grants. With RCA he operated as an independent station-planning consultant, assisting in the design and organization of more than 20 U.S. stations. His "Tv Station Planning" series, worked out while at RCA, was circulated all over the world.

Denver Debut ■ Shortly after the freeze was lifted in the summer of 1952, Joe received an offer from the late Tom Eckerman of KVOD Denver to manage the then-authorized KBTV. He had helped put KFEL-TV, first post-freeze outlet, on the Denver air. There was a stock interest in the KBTV deal and he accepted. Work was started Sept. 1, programming was under way Sept. 28 and the formal debut took place Oct. 12.

"We were the only tv station ever written up in *Field & Stream* magazine," he recalls, explaining: "There was a fishing-worm hatchery in the basement of our temporary rented quarters."

Joe Herold is still at KBTV, serving as manager, but he retains a deep interest in the engineering side of television, a trait that dates back to the youthful days spent as "sparks" on Great Lakes steamers.

He's on the extrovertish side, earthy, often blunt, pleasant and mixes easily in a crowd. He oozes enthusiasm, especially when he starts talking about his mountain ranch in the Clear Creek Canyon area 35 miles west of Denver. This secluded paradise, at an elevation of 9,600 feet, provides a weekend hideaway, fine fishing for guests and a chance to display what he describes as an outstanding talent at a charcoal grill. Even at meetings in distant cities —the NAB Tv Code Review board in Washington, for example—he's apt to get a faraway look as he yearns for the whispering aspens and rainbow trout.



KBTV'S HEROLD
A long list of 'firsts' in tv

Tv Code Planner ■ The tv code connection provides an industry-service outlet he takes seriously, recognizing the need for nationwide video programming and advertising ethics that will meet the critical storm. He is chairman of the code board's planning subcommittee, which has been directing expansion of board membership and code operations.

Joe recognizes the need to show the public and government that voluntary regulation will work. His station was one of the first to join the code structure when it was set up in 1952. He loses his infectious grin when he hears the familiar charge that the NAB code group consists "of fat cats who can afford to throw out borderline and banned accounts," citing the board's diversified membership.

Joseph Louis Herold was born March 8, 1907, in Falls City, Neb. He took his secondary school training at Ursuline Convent. At 19 he moved to Valparaiso, Ind., attending Valparaiso U. He transferred after a year to the School of Engineering, located at Milwaukee. There he specialized in electronics and radio engineering, learning the code and getting his operator's ticket. His first job was on the *SS Puritan*, a passenger steamer.

Back Ashore ■ After a couple of years on the lakes, he developed a yearning for his native Nebraska and joined the engineering staff at WOW, not far from his old home town. Johnny Gillin was a student at Creighton U. and part-time announcer at WOW. The two became close friends. "We grew up together at WOW," Joe recalls. "When Johnny became manager, he made me technical supervisor."

He'll long be remembered for his role in staging the courtroom demonstrations that led the Colorado Supreme Court to admit cameras and microphones to court rooms. Besides a long list of civic roles, he is chairman of the Denver Area Tv & Radio Assn., formed to stage the court tests.

In his tv code function, he contends the ethical document must be thoroughly understood by all station personnel right down to the traffic girl who makes up the log.

He feels a moral obligation in his code service. "The industry has been good to me," he says. "The least I can do is to serve in what I regard as the most important of all industrywide functions."

Last stand

IT'S now or never if broadcasters are to be spared imminent danger of being suspended or fined or both for infractions of any of the FCC's endless regulations.

The Harris amendments, incorporating the suspension and fine provisions, passed overwhelmingly last week after the author, Rep. Oren Harris (D-Ark.), had mesmerized the House on a subject wholly unrelated to the legislation. His oration was directed against the exposé of congressional expense accounts in the Knight newspapers and *Life*. But the nation's broadcasters will take it on the chin unless there is a near-miracle between now and adjournment which, fortunately, is delayed until after the political conventions.

The penalty amendments, authorizing the FCC to suspend stations for up to 10 days and fine them $1,000 for each "offense", can be stopped only in the Senate, or by the unlikely extreme of presidential veto. Rep. Harris, by attaching his amendments to a Senate-passed bill (S 1898) covering unopposed procedural changes in the Communications Act, skillfully spirited this loaded legislation through the House. But his strategy boomeranged when the Senate Commerce Committee last week, instead of appointing conferees, decided on further hearings, since Mr. Harris & Co. had totally changed the nature of the Senate bill.

Broadcasters object only to the suspension and fine amendments. Contrary to what the House was told, there has been no opposition from responsible quarters to the provisions that would outlaw payola or quiz-rigging. Broadcasters welcome it. Certainly Time Inc., which publishes *Life*, and the Knight newspapers can't be accused of seeking to block the Harris amendments. They have been among the most vitriolic of the many newspapers and magazines that have attacked broadcasting.

Mr. Harris' anger over the expense account exposé is understandable. The *Detroit Free Press* stands accused of highly questionable ethics in publishing a purported elbow-bending picture of Rep. Harris which the congressman brands a phoney. And he was given the run-around by Knight executives when he tried to get an explanation. Mr. Harris made the most of this in his impassioned speech. Practically every member of the House, irrespective of party line, was sympathetic. The expense account exposé smeared all. Thus it was easy for the adroit Arkansan to sell his colleagues his amendments, lock, stock and loaded barrel.

However contrived, the deed is done in the House. We've said before that it would be far better to have no legislation at all at this session than to accept the Harris amendments with the suspension and fine provisions. Every Senator should be so importuned so that the word gets to the Senate Commerce Committee. And broadcasters must be prepared to put their best foot forward when hearings are held by the Senate Committee to expunge from S 1898 those House-imposed sanctions that sprang from frenzy rather than calm legislative deliberation.

Somewhere short of greatness

THE most descriptive word for the television networks' 1960-61 nighttime program schedules, so far as they can be judged from paper plans, is "competitive." If any network gains a measurable advantage, it will do so through superior production and execution rather than novel or even particularly imaginative program concepts.

An examination of the regular lineups, which were charted in detail in these pages a week ago, shows an astonishingly high number of new entries—46 programs or more than 40% of the weekly total. What makes the figure astonishing is that these new programs, though uncommonly large in number, do not promise to change the face of nighttime television in any significant degree. The percentages have changed somewhat, but not enough to avoid the impression that adventures have been replaced with adventures, westerns with westerns, situation comedies with situation comedies.

Television's critics will find nothing to cheer in this prospect, and little to applaud in the news that only about half as many specials—the glamor packages on today's tv shelves—are being planned this year as last. But the critics never cheer a schedule anyway, and are not apt to until it is dominated by whatever happens to be their private program fetish at the moment. They cry for more public-affairs programs, and there will be more of them this fall than ever before, both in the regular evening lineups and among the specials, but it is unarguable that there won't be enough to satisfy the professional belittlers.

We must confess that we would like to feel more excitement than we do in contemplating the regular weekly shows in the fall schedule. They contain an inadequate measure of the creative vitality that ought to be associated with television. For $6.8 million worth of weekly programming it looks awfully uninspired.

It is true, of course, that it is necessary to attract masses of people most of the time in order to inform or inspire them some of the time. Certainly, without audiences there would be no television—and this means the kind of television the critics like as well as the kind the people like. The new fall schedule cannot be accused of ignoring this fact of life. We have no doubt that the people will like it; indeed, we think it almost certain that audiences will be bigger than ever. Advertisers certainly cannot complain. But we cannot escape the nagging question: Is it enough for this medium to be good—when it could be great?

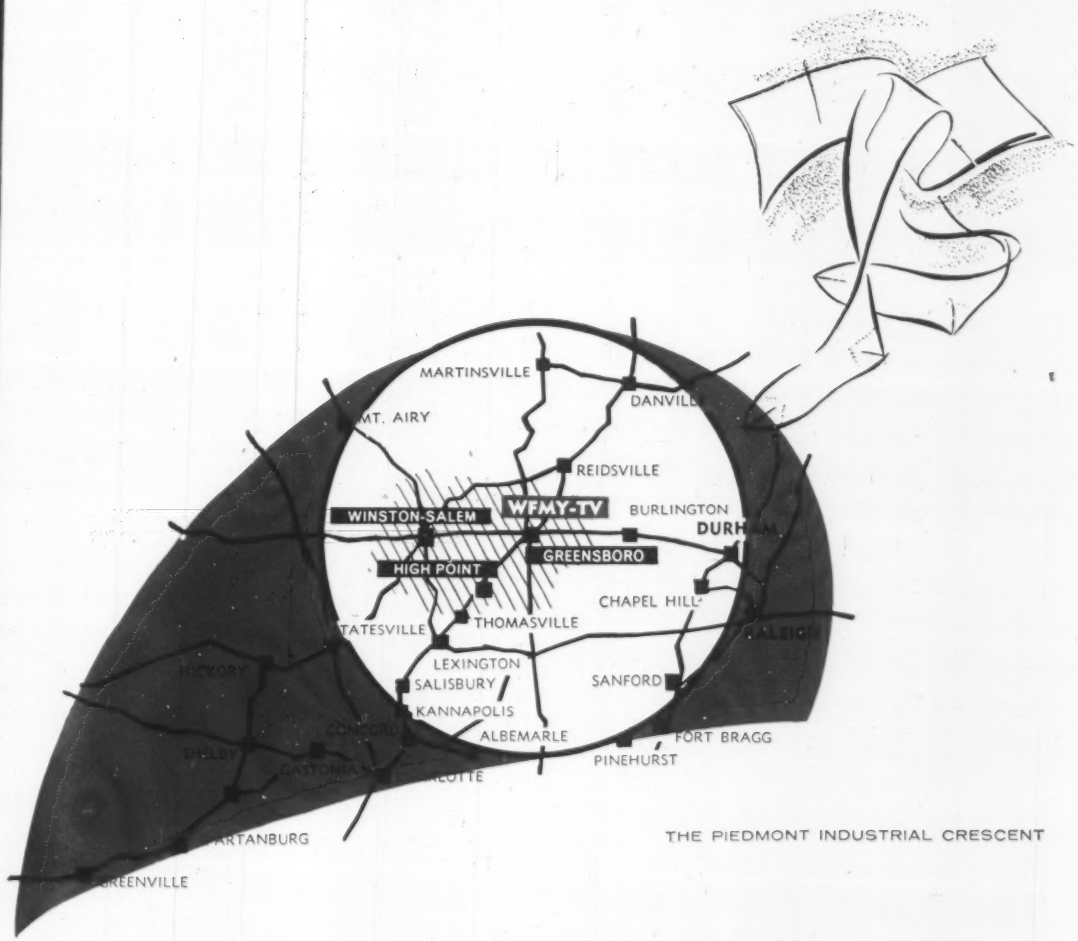
No reasonable person expects that greatness can be achieved in program after program, night after night throughout a season. At best, the majority of regularly scheduled programs can provide entertainment that is diverting if not elevating.

Yet the opportunity—and the urge—to do an occasional piece that will rise above the level of simple diversion must exist in television if the medium is to take maximum advantage of its unequalled physical resources.

It is this opportunity that seems lacking, in at least some degree, in the schedules that have been fashioned for next autumn.

Drawn for BROADCASTING by Sid Hix

"A beer? I thought you advertising men favored martinis!"



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